

Chemist & Druggist

MARCH 6 1976 THE NEWSWEEKLY FOR PHARMACY

Hey, we've got a band!



Fastidia's banded offer. 10p off the usual price of 2 packs. And that's a band that's hard to beat. 4 dozen and 2 dozen cases (while stocks last).

Delivery from March 8. And everything you want to know from Betty Tarry, Lilia-White (Sales) Ltd, Birmingham B8 3DZ.

Fastidia. Show it. Sell it.

Photographic

SPECIAL SECTION

Pros and cons
of supplying
drug addicts

Pharmacist's
role in self-
medication

Scotland is
first with
new FP10

The case for
health centre
pharmacies



**After last year's great summer
Bergasol was No.2.**

Unfortunately the weather let us down last year.

The sun blazed like it thought this was the Sahara.

And of course, the worst of it was that Britons everywhere could use any old suntan oil and go deep brown.

So they couldn't really appreciate what we've been telling them:

That Bergasol can turn anyone a beautiful Mediterranean bronze even in weak British sunshine.

Because Bergasol actually accelerates the natural tanning effect of the sun at



**If this summer's worse
we'll be No.1.**

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Now although we've been best sellers in those chemists and department stores that stock Bergasol, by the end of last summer we were only No.2 overall.

We were a little disappointed.

So this year we're taking full pages in the national press and in women's magazines and 30 second spots on radio.

We're planning to spend more on advertising than any suntan oil has ever spent before.

And of course, there's one more vital element in our forecast for the coming season:

This year we're looking forward to one of those half-hearted British summers we all know so well.

So Bergasol can shine.



**Bergasol makes the British sun
work like the Mediterranean sun.**

Chemist & Druggist

The newsweekly for pharmacy

6 March 1976 Vol. 205 No. 5005

117th year of publication

Editor Arthur Wright, FPS, DBA

Advertisement Manager Peter Nicholls, JP

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Comment

Self-medication

One adult in five in Britain may be taking medicines every day without the supervision of a doctor; 400 million separate purchases of home medicines are made every year; two-thirds of the adult population are likely to have taken a non-prescribed medicine during any two-week period—those are some of the statistics to emerge this week from a new *Which?* report on medicines in the home (p321) and from the twelfth annual meeting of the European Proprietary Association (AESGP—Association Européenne des Spécialités Grand Public).

The AESGP conference theme (p324) was "Education for responsible individual health care" and the same might equally be applied to the *Which?* report. Both stressed the need for consumers to be made aware of what symptoms may be self-treated, how long to treat before seeking medical advice, what results to expect—and what not to expect! That is a sound policy, and the proprietary medicines industry does well to keep its own house in order by encouraging manufacturers to include such information in or on their packs.

On the other hand, the Consumers Association, publishers of *Which?*, advocates independent written advice and at the same time continues to pursue its policy of encouraging the consumer to buy the cheapest, unbranded product it is possible to extricate from beneath the chemist's counter! A strange animal this, the retail pharmacist who keeps his paracetamol and aspirin tablets under lock-and-key. But perhaps *Which?* is thinking more about the non-display of such preparations as resorcinol and sulphur paste BPC, compound sodium chloride mixture BPC, bisacodyl tablets BP, compound calcium carbonate powder BPC, all of which are recommended in the report. Experience shows, however, that when a customer asks for such preparations they are often in urgent need of advice, having ventured into these areas as a result of copying out a relative's prescribed medicine label or "qualifying as a self-medication expert" by reading a *Which?* report!

Regretably, although *Which?* may have spelled out much useful information, it also seems to wear blinkers when dealing with pharmacy. Its insistence on the use of generics, almost to the total exclusion of the products of the OTC and prescription proprietaries industry, may deny its devotees the choice of a medicine developed since the generic was first formulated. Do-it-yourself medicine in the *Which?* style also has a tendency to by-pass the safeguards provided by the pharmacist's know-how and the industry's on-pack guidance to the purchaser.

Which? dismisses the pharmacist's role in a sentence (along with the nurse's) and make no effort to encourage the consumer to seek his advice as the norm. A pity—especially when its own report succeeds in recommending "salicylic acid BPC" as one of the "standard preparations" which may be used to treat acne. A *Which?* spokesman told *C&D* this week that a correction would be published. Meanwhile, we are sure reliance can be placed on the pharmacist's professional intervention!

'Abolish higher VAT rate' call by NPU

The National Pharmaceutical Union has called on the Chancellor of the Exchequer to ease the burdens resting on retail pharmacists in his forthcoming Budget. A letter from Mr J. Wright, secretary, NPU group, to Mr Healey, warns that unless he does so, "the rate of closure of independently owned pharmacies (at present about 250 per year) will increase to a point where the pharmaceutical needs of the public can no longer properly be met."

Mr Wright states in his letter that the last two years have probably been the most difficult since the war, in economic terms, for small and independent businesses. Calling for a removal of the higher rate of VAT, he says the NPU was naturally glad that Mr Healey took its representations into consideration in the Spring Budget last year, "but even though most of our members are only affected slightly by the 25 per cent rate, we know that the additional (unpaid) work involved has proved a hardship, especially to the single-handed proprietor." Everything the NPU said on the subject at the beginning of 1975 "remains true now".

On investment, the letter says the NPU supports the National Chamber of Trade's suggestion that smaller businesses be allowed to retain a proportion of trading

profits free of tax for re-investment (*C&D*, November 29, 1975, p 755). In addition it also makes a plea for the extension of the 50 per cent industrial building allowance in the 1975 Finance Act to retail buildings: "This would be especially valuable to retail pharmacists, many of whom are considering enlarging their premises to hold the extra stocks needed to handle increased prescription numbers; to cope with changes in pharmaceutical packaging habits (foil packs and other 'child resistant containers' take up far more space than traditional forms of packaging); to meet the anticipated requirements of regulations shortly to be made under Section 66 of the Medicines Act, 1968; to increase the health, safety and comfort of staff; or simply to attract more customers and improve efficiency."

Mr Wright's other points are:

□ The NPU shares the view that the war against inflation is of paramount importance—and to that end it is essential that there are continuing restraints on wage and salary increases and that public expenditure should be reduced. "We also appreciate the need for some form of control over prices, provided the Government does not lose sight of the need to allow industry (including the distributive industry) to

make sufficient profit to offset the increasing relative costs of overheads and to provide investment funds so that advantage can be taken of the recovery in the economy when this eventually takes place."

□ Present levels of direct taxation are such that there is little incentive for the individual to do more, whereas the NPU feels the country will only pull out of the present recession as a result of increased individual effort and business investment. Whilst realising the difficulties of cutting taxes at present, some indication that they will be reduced, as soon as the economic situation permits, to a level more comparable with those in other EEC countries "would be welcome".

□ The NPU fears that the traditional family business will soon disappear unless there is relief from Capital Transfer Tax when a business, or share in a business, is passed to someone, such as a member of the proprietor's family, who can fairly be regarded as the proprietor's natural successor.

□ Taxation law is too complicated; in the NPU's view there is an urgent need to reverse the trend towards yet greater complexity and it believes that an individual should be able to assess his own tax liability with reasonable accuracy and without difficulty.

Radio criticism of drug industry's promotions

Much higher standards should be laid down for selling drugs than for selling ordinary articles of commerce, concluded Bill Breckon who introduced the first in a new medical series on BBC radio.

In "Finger on the pulse" on Wednesday morning he investigated the promotional techniques of the pharmaceutical industry. After interviewing a former representative who left the job after two years because he was wasting his time and the doctors'—"It wouldn't have made much difference to the patient which drug the doctor chose"—and other speakers who criticised the lack of information in drug advertisements, Mr Breckon suggested that spending £37m per year on such activity was a waste of money. A cut of 25 per cent, as suggested by the Government last year, would save £9m at once, and further savings would result if the Government "started pushing approved names a bit harder".

Mr E. Tecsedale, director, Association of the Pharmaceutical Industry, thought too much Government interference on promotions would be a disincentive to investment. When asked about the qualifications of representatives, Dr Charles Brown, who had been a medical director in the industry for several years, said that formerly the major companies only employed pharmacists as representatives but today it was unusual to find a pharmacist below the level of area manager. The person in contact with the doctor may be a science graduate but the "vast majority" were hired for qualities of salesmanship.

Mr G. Stinson, who carried out a survey of the content of the 1,300 advertisements per month aimed at general practitioners, said there was frequently far better quality information on a packet of cornflakes.

Babymilks: wider use of pharmacies sought

The National Pharmaceutical Union has told the Department of Health that pharmacies should play a greater part in the distribution of babymilks and that it cannot approve any plans for increasing supplies from clinics.

The Department wrote to the NPU last month following the announcement that arrangements were being made for providing modified babymilks instead of National Dried Milk under the NHS to needy families with young babies. The letter said supplies of proprietary brands of modified milks were sufficient for the Government to amend the Welfare Food Order 1975 to make them available for children under one year in exchange for free milk tokens at clinics and welfare food distribution centres. About 300,000 20oz packs of NDM were issued against tokens in 1975.

In addition to free supplies, the Department feels that clinics and welfare food centres should also sell proprietary modified brands at the cost price to the area health authority plus 10 per cent for handling charges—as many do already.

Mr T. P. Astill, deputy secretary, NPU, has replied: "The executive committee is firmly of the opinion that the community pharmacy is the proper place from which infant foods, like other health and baby care preparations, should be distributed.

"The NPU cannot therefore give its blessing to any proposals for increasing the supply of baby milks from clinics, especially at prices which must involve subsidisation by the tax-payer. The executive committee feels that the pharmacy would be preferable as a distribution point because it is usually more conveniently situated (there are many more pharmacies than there are clinics) and the mothers of young children visit a pharmacy very much more frequently than they do a clinic.

"May I say that the NPU has no wish to be obstructive in this matter. The executive committee sees the community pharmacist as one of the most important members of the health team; this is an excellent opportunity of persuading the public to make better use of him whilst, at the same time, relieving the overburdened clinic staff of what, to them, must be something of a chore. The committee also sees a financial saving to the National Health Service by concentrating baby food distribution through pharmacies; this would surely be welcome to your Department at this time. We shall be glad to meet you, as soon as convenient, to discuss the terms on which pharmacists might be recommended to sell baby milk and, perhaps, redeem milk tokens for those families who qualify," the letter concludes.

Scotland first with revised script form

The revised NHS prescription form will probably be used first in Scotland.

The Scottish Home and Health Department last week issued a circular to Health Boards stating that the revised FP10 will replace the existing form as from April 1 and all existing stocks held by general practitioners and health boards should then be destroyed. The Department of Health told *C&D* this week that supplies of the new forms are due to be delivered to Family Practitioner Committees in England and Wales in mid-April, but it has not yet been decided how existing stocks are to be used up.

As previously announced, the revised form will bear a "box" to be used for prescribing by period of treatment; an entry into the box, use of which will be optional, will indicate the number of days supply prescribed. The pharmacist will need to endorse the form with the total quantity dispensed. If a form includes more than one item and the period of treatment stated in the box does not apply to all items, it will be necessary for the prescriber to indicate quantities or periods of treatment separately for the other items.

Where the prescriber has indicated both a period of treatment and prescribed the total quantity to be dispensed but the product of the period and dosage differs from the total quantity prescribed, the quantity stated in the prescribing area of the form should be dispensed and the prescription is to be priced accordingly. Scottish doctors are being advised that when using the box it will be necessary to state the precise dose so that his wishes may be fully complied with, and that prescriptions for Controlled Drugs must be written out in full, whether or not the box is used.

Apart from the treatment "box", other changes to the form are said to be minor in nature but result in an increase in the space available for the details of the prescription. In Scotland revised reference numbers for general medical practitioners have been incorporated.

Chloroform cancer link?

The Observer claimed on Sunday that the US National Cancer Institute would be reporting this week that chloroform may be a cause of liver cancer, and that the Food and Drug Administration would ban its use in toothpastes and non-essential medicines. British toothpaste manufacturers with products containing chloroform are awaiting the report before taking action, but a Beecham spokesman told *C&D* that the company's own and independent tests over 13 showed no evidence of a hazard.

Mr D. Mackey (left), of Wolverton, Milton Keynes, receives £150 worth of Boots vouchers from Mr C. Maudsley, Beecham Foods area sales manager. Mr Mackey won first prize in the recent Boots/Lucozade gift box competition, buying his Lucozade from the Grosvenor Place, Northampton, branch of Boots



Which? says 'buy unbranded medicines'

Consumers can save money by buying unbranded, unadvertised medicines which usually can be bought only from pharmacies, advises the March issue of *Which?*

Such medicines may not be on display but "we've found that they're almost always cheaper than comparable—sometimes identical—branded medicines. The advantages that you may get by paying extra for branded medicines are better packaging—aspirin in foil strips—and, perhaps, a nicer taste."

Which? warns that taking any medicine over long periods without seeing a doctor is unwise, but estimates that one adult in five takes medicines every day without a doctor's supervision. On sources of advice, *Which?* suggests that family or friends may not know what they're talking about: "If you can ask a nurse or a pharmacist, you could be more confident about what they tell you. But obviously it's best if you yourself know what to do."

NHS booklet suggested

Ideally, the NHS should provide a short booklet on minor illnesses and simple medicines to treat them, the report continues. It should be available, preferably free, from "doctors' surgeries, clinics, chemists' shops, post offices, libraries and so on. Good information like this should save money for the NHS by making sure we use it only when it's sensible to do so, and for all of us by helping us buy fewer (and cheaper) medicines for ourselves."

Which? again criticises advertisements which "mislead about the true value of the medicines they mention" and single out Phyllosan and Fynnon salt—the former would make no difference to someone's health unless they were suffering from iron and vitamin deficiency and "there's no evidence that the ingredients of Fynnon salt have any direct effect on rheumatism."

Which? recommendations include:

☐ Aches and pains—paracetamol and soluble aspirin. "Be sceptical about ads you may see claiming that a branded pain-reliever is particularly suitable for certain types of ache or pain—all mild pain-relievers have similar effects."

☐ Colds—soluble aspirin or paracetamol for aches and pains, menthol and benzoin inhalation BPC. Any hot drink with a pain

reliever might have the same effect as powders containing lemon. Liquid medicines for taking at night contain drugs to deal with various symptoms so "it's better not to take drugs for symptoms you haven't got."

☐ Sore throats—gargling with warm water or dissolved soluble aspirin should give as much relief as an antiseptic and ordinary sweets may be just as effective to suck as throat sweets—antiseptic or not.

☐ Coughs—codeine or pholcodine linctus BPC as a suppressant, salt or compound sodium chloride mixture BPC in hot water as an expectorant.

☐ Indigestion—compound calcium carbonate powder BPC, aluminium hydroxide tablets BP, compound magnesium trisilicate powder BPC or cream of magnesia BP.

☐ Diarrhoea—kaolin mixture or kaolin and morphine mixture BPC. Prophylactics containing clioquinol are "potentially harmful" for some people and "probably won't help much" in an attack.

☐ Constipation—bran ("health food shops are probably the easiest places to buy bran"), with on rare occasions Senokot, bisacodyl tablets BPC or liquid paraffin emulsion BP.

☐ Acne and boils—resorcinol and sulphur paste BPC, salicylic acid sulphur cream BPC or salicylic acid BPC [see p319].

☐ Cuts and bruises—for dressing a cut, lint or individually-wrapped plaster. "Antiseptic is at best unnecessary and at worst may delay healing."

☐ Burns and scalds—"don't use antiseptic creams."

Response to advertising

Bradford Chemists Alliance report a favourable response to the Numark advertising in the local Press. The second advertisement in the series appeared on February 26 and was the first to cover Bradford-only promotions. A spokesman said the response was perhaps slightly better than to the previous advertisement which reflected Numark's national promotions possibly because only six products were advertised. The layout was similar to the draft shown in *C&D* (January 24, p96) and some customers had cut out the illustrations thinking they were coupons!

The case for health centre pharmacies

All the professions working in health centres—including pharmacists—must be there as employees, Dr Victor Freeman told a meeting of the Socialist Medical Association at the House of Commons last week. The aim was an integrated health team but complete identity of interests could not be achieved without all personnel having the same employer: "It boils down to a salaried service".

Dr Freeman outlined the SMA concept of the health centre's role in primary health care as set out in their recent pamphlet (see below) and said that the system of doctors having their own lists, upon which depended their payment, was also a hindrance to integration and the same applied to dentists. Neither was there any reason why pharmacists should have to depend upon selling toiletries for a living; they should function as members of the team as in hospitals.

Opportunity to specialise

The health centre could provide the most advantageous combination between the preventive and curative aspects of medicine and offered doctors, dentists and pharmacists the opportunity to become specialists. It might even be possible to combine work in the centres with work in hospitals—trained personnel were in short supply and must exercise their skills in the most economical way. Health centres should also form part of the training of the professions and provide a mean of bringing hospital consultants into contact with community medicine.

Dr Hugh Faulkner—described as "a pioneer in the health centre field"—argued for a wider role for the centres, which he regarded as "disease centres". More important in health were matters such as environment, work, living conditions and food. However, the centres were breaking down the "elitism" of the medical profession; too often health services had been built round what doctors wanted, providing an "ego trip" for them, but the starting point must be what people wanted. Dr Faulkner believed that patients' first priority was a first-class emergency service. Next should come continuing supervision of long-term illness, requiring a combination of social and medical care.

There should be active education to help patients to help themselves—to get away from their dependence on pills which was an attitude that had been fostered mainly by doctors. Research was needed into what the doctor was doing, and into size requirements of health centres, but Dr Faulkner added that they should above all be flexible: "What goes on in the building is more important than the building itself."

During discussion the speaker said that health education and the provision of information about the health services in

the area were other functions of the health centre. However, health education was a matter of "time being allocated by somebody"—it should start in the schools.

Questions were asked by a number of pharmacists at the meeting. Dr Faulkner told Mr S. Blum that a pharmacist in the health centre team could help in "resisting the blandishments of the drug firms" and while a salaried service must be the aim, there was no objection to consortia.

Not a 'sacred cow'

Another general practice pharmacist referred to the demise of the neighbourhood pharmacy and expressed concern about the distances people needed to travel to health centres. Dr Faulkner agreed that distance was a problem with large health centres. "The pharmacist provides first line medical care and in looking at total health needs we have to involve him. The health centre is not a sacred cow, no matter how far people have to walk." Cases had to be dealt with on the basis of local conditions such as transport facilities.

On the question of health centre planning, Dr Freeman said pharmacists must exercise pressure to be taken into account at that stage. He added: "What about co-ordinating the hospital and community pharmaceutical services?"

Pharmacy service is appreciated most

"There is probably no service which patients at a health centre would more appreciate than a pharmacy on the premises", says a recent policy document "Health centres: the next step", issued by the Socialist Medical Association.

The section on pharmacy goes on: "The search for the chemist's shop, open when needed, distances to travel, waiting for prescriptions, are inconveniences, recently highlighted. This is a sphere, too, where the NHS might look for saving of expenditure. A trained pharmacist could give advice to the doctors, as he does already in hospitals, on the prices of drugs performing the same functions. The immense expenditure now necessary in pricing prescriptions for payment to individual chemists could be reduced. There will of course be difficulties facing any radical change and the SMA is at present preparing a pamphlet on the whole subject of pharmaceutical services."

Contractors 'phased out'

On the question of a national comprehensive health centre service, the document says the long-term policy must be "the eventual phasing out of all the independent contractors, ie doctors, dentists, pharmacists and opticians."

Consultative document on health priorities 'this month'

Mrs Barbara Castle, Secretary of State for Social Services, is to issue a consultative document soon suggesting priorities for the health and personal social services in England. Announcing that in a written Commons answer last week, Mrs Castle said the document is to be issued before the end of March and it will concentrate on the period up to the financial year 1979/80, with some discussion of the following five years.

Bill to give power to phase out imperial system

A Bill published this week proposes to give the Government powers to phase out or restrict the use of imperial weights and measures.

The Bill—Weights and Measures Etc Bill (HM Stationery Office, Commons Bill 82, £0.35)—would give the Secretary of State powers to impose restrictions or conditions on the use of a particular unit thus allowing the discontinuance or restriction of imperial units. It is understood however that there will not be a single "metrication" day but there could be a series of 'M' days for different sectors. With some exceptions, it is expected that the metric system will be in every-day use throughout retailing by 1980.

One clause in the Bill would give powers to relax or suspend provisions of the Weights and Measures and the Food and Drugs Acts during times of shortage; this arises from experience in the sugar shortage when sugar packs were imported which were technically illegal because of labelling. Other provisions in the Bill include extending previous powers to enable the Secretary of State to require goods to be made up in containers of specific materials, size or capacity, closures, labelling, or minimum filling; and prescribe fees to be charged by local authorities for services undertaken in pursuance of EEC obligations such as testing and stamping measuring equipment.

Disposable syringe supply to diabetics 'expensive'

To make disposable syringes generally available to diabetics under the NHS would be expensive, Dr David Owen, Minister of State, Department of Health, told Mr A. J. Beith in reply to a Commons question. He added that he did not think the government would be justified in directing the necessary expenditure from other NHS priorities; where disposable syringes and needles were essential for a diabetic on medical grounds, they could be supplied through hospitals.

□ Answering other questions Dr Owen stated that the available evidence does not show prescribing costs heavier where doctors have large lists of patients, and that the agreed prices the Department pays for Librium and Valium are "substantially below" those decreed recently by the West Berlin Court of Justice.

How to make a profit in the 70's.



The 20's.

Dr. White's introduce the 20's - and all you have to do is profit. (You can't help it!)

You profit from generous introductory bonuses. You profit from a big, money-saving consumer offer - your customers get 40p-worth of money-off coupons and they save 3p over the equivalent price of two 10's packs.

You profit because you know Dr. White's sanitary towels are Britain's best-sellers.

You profit from a national full-colour

advertising campaign to tell your customers that now Dr. White's gives them the extra comfort and extra absorbency they want, plus new flush-away convenience.

And the new 20's pack is no wider than the 10's you know - makes very efficient use of shelf space. Dr. White's 'economy' 20's are in sizes 1 and 2. Your sales and profit potential is high.

Ask your Lilia-White representative about the 20's, and Dr. White's great bonus offers now.

Education of the public in health care and self-medication

Members of the European Proprietary Association, representing manufacturers of over-the-counter proprietary medicines, held their twelfth annual meeting in London last week. The agenda included a one-day open conference with the theme "Education for responsible individual health care"; extracts from some of the papers presented are given below, with particular emphasis on the role of the pharmacist

Three possible reasons why some consumers embark on a course of self-treatment which they later judge to have been ineffective—or which doctors regard as being inappropriate to their symptoms—were advanced when Dr J. A. D. Anderson, head of the department of community medicine at Guy's Hospital, London, reported preliminary findings from a survey into consumer attitudes towards proprietary medicines.

The research, based on interviews with 'matched' pairs of people consulting or not consulting their doctor in a 12-month period ("attenders" and "non-attenders"), shown that only 18 per cent of self-treatment was deemed inappropriate by a panel of general practitioners. Dr Anderson offered these hypotheses by way of possible explanation:

☐ Consumers do not appreciate that the essential feature of a proprietary medicine is that it relieves symptoms while nature does the curing and that for many conditions neither nature (nor even the medical profession) have cures.

Length of treatment

☐ There is inadequate information given to the consumer on the length of time (as distinct from the individual doses) during which a proprietary medicine may safely be used.

☐ Dissatisfaction from previous encounters with the Health Service physicians may lead people to indulge in self-treatment inappropriately.

Summarising the survey findings to date, Dr Anderson said they agreed with other studies in the proportion of the population found to be self-treating—approximately 75 per cent. There was also agreement that those who have not consulted their doctor for at least a year see themselves as being healthier and more self-reliant than those who have sought medical advice.

Assessing teams of general practitioners were of the opinion that the treatments selected by patients were completely or partially effective for 75 per cent of symptoms from which the population claimed to be suffering and that the balance between self-care and use of general practitioner services was appropriate in relation to some 82 per cent of these symptoms.

The GP panel of assessors agreed that just under 5 per cent of the symptoms revealed in the survey were being self-treated in a way that they regarded as potentially harmful; some of these treatments were with substances other than

proprietary medicines (for example, 'granny's sleeping pills').

When attenders and non-attenders were matched for a common symptom of similar severity, as well as for practice, age and sex, the non-attenders were self-treating more frequently and doing so more adequately than the attenders. It was not possible to identify any single factor which could of itself account for the differences between the two sub-groups of matched pairs.

From these findings, Dr Anderson was led to suggest that general practitioners have a responsibility to mould the attitudes of their patients towards proprietary medicines. "There seems little doubt that if every minor ailment was brought immediately to the practitioner's door the shaky equilibrium of primary care would rapidly grind to a halt."

Dr Anderson told a questioner that registration of patients with a doctor in the UK meant there was a population for whom he was responsible. The doctor would want a say in how those patients were educated, but he also had to attune to the fact that the patient may have the right answer and would need encouragement rather than a magic prescription.

Value of point-of-sale advice

Public advertising of proprietary medicines should be supplemented systematically by data furnished by those who supply the products—such as, in France, the pharmacist, said Mr Hugues Lanrezac, marketing manager of Valda Laboratories, France.

In a paper which advocated strict self-discipline in advertising by the manufacturers, backed by rules which could be applied with proper legal sanctions, Mr Lanrezac held up as an example the advertising control commission of the French Ministry of Public Health. This included representation from medical and pharmaceutical bodies, manufacturers, advertising and marketing experts, organisations interested in marketing proprietary medicines—and consumer interests. The advertising visa granted by the commission was a help to the manufacturer, in that it "legalised" publicity, and to the consumer in that it enabled the public to distinguish products that had been subjected to examination and control.

"However", the speaker went on, "useful promotion must be accompanied by

two specific types of activity to maintain effective control over the transmission of our message: the oral and the written word should be more closely linked." Referring to the role of the pharmacist, Mr Lanrezac said that by virtue of his training, his availability and his professional knowledge, the chemist appeared as an ideal counsellor for self-medication. "By checking out of date prescriptions presented by patients he is able to avoid the use of medicines no longer appropriate; in addition, even in larger cities, pharmacists often know their customers personally and may thus be able, by examining previous prescriptions or on the basis of their own card-index system, to advise patients to see their doctor or to supply the medicine prescribed with advice as to possible side effects or possible interactions in case of combined therapy.

More sophisticated medicines

"All medication, moreover, is becoming far more sophisticated; contraindications and side effects have multiplied in ever increasing complexity; in France, the only person capable of keeping track of these developments is the pharmacist, who appears as an effective extension of publicity about the use of medicines. It appears therefore as an important responsibility for the manufacturer to supply the dispenser with precise and detailed data to enable him to transmit such knowledge to his patients in sufficiently simplified form."

Another requirement of advertising was that it should invite the consumer to read the directions. The speaker suggested that advertising on radio and television in particular should be required to include the warning "Read the package insert with care" to avoid the possibility of rules requiring the listing of all contraindications, etc, which would negate the educational role of the media.

Mr Lanrezac concluded: "Some among you may feel that I have painted too rosy a picture of the authorities whose intervention by means of legislative constraints might sometimes appear as a nuisance. In France we often use a phrase equivalent to the maxim that 'nobody can judge his own case'. That is why in France we accept official control by authorities with whom we maintain frank co-operation and from whom we receive warnings beyond the suspicion of any bias . . . Thanks to AESGP [the European Proprietary Association] and to the control authorities, proprietary medicines have gained the status of official recognition and it has been acknowledged that the consumer is adult enough to be informed about them. By virtue of this right, we who are to provide such information, have assumed

responsibilities, responsibilities both toward the consumer and toward the distributor."

Tell the pharmacist

The pharmacist's role was again stressed in a paper "Evaluating self-medication" by Dr W. Fritsche (consultant, health manpower development, regional office for Europe, World Health Organisation). He quoted from a paper presented by Professor I. Bayer, Budapest, to a WHO symposium in 1973:

"Information on the use of drugs should be given by physicians and pharmacists; for this reason, the regular provision of objective information to them is absolutely essential. If the information furnished by producers is supervised and controlled by the health authorities, one-sided, misleading and commercial descriptions, as well as incomplete information, in which no mention is made of contraindications or side effects, can be avoided. Experience shows that this can be done.

"Information should be given to the general public and, in particular, to the patient or consumer. Two categories or health professionals are qualified to provide such information, namely physicians provided that they are consulted, and pharmacists. Pharmacists come more into contact with the consumers of self-treatment drugs than physicians, and they alone can recognise the regular consumers of over-the-counter drugs, in general, and of a specific drug in particular; they can identify those who 'complete' their treatment, as prescribed by a physician, with drugs of their own choice, and they can also easily detect those who obtain prescriptions from two or more physicians. Pharmacists, therefore, have a very important part to play in health education in the case of over-the-counter drugs: they must provide warnings and advice, and recommend examination by a physician, if necessary."

The medicine chest

Dr Fritsche added that there was also the question of "self treatment education"; again this was the responsibility of public health education authorities and of the health professions, pharmacists, etc, and the drug manufacturing industry. It concerned, for example, false economies with respect to use of drugs and other remedies (a medicine that was good for grandpa once may be entirely wrong for Aunt Betty). "There should be a recommendation as to what belongs in the home medicines chest and what does not. There should be awareness by the public that drugs don't keep forever and that a periodic screening of the home medicine chest should be a must and that for this advice should be requested from a professional. There should also be a warning as to the reuse of old medicines.

From the recommendations of a later symposium held in 1975, came one of special importance to the conference, said Dr Fritsche: "Herbal and other traditional remedies should not be offered or promoted for diseases not suited for self-medication." That recommendation could not be left for implementation by the industry alone, he said; it was a matter for

the physician, other health personnel, the drug seller and the pharmacist.

"It is very difficult to make general statements about the role of the pharmacist in respect to drug safety and drug education. I do not think it is good practice for a doctor to hand a patient a prescription for a medicine without verbal instruction on its use. The same applies to non-prescriptive drugs. The supplier, whether a pharmacist or not, should know enough to say a few words about the use of a drug and its limitations, and even when appropriate to refuse to supply a drug but to advise a medical consultation instead."

Use of television in USA

"Public service" television commercials prepared by the United States Council on Family Health—an organisation set up by manufacturers concerned about the safe and effective use of medicines in the home—were shown to the conference by the Council's chairman, Mr I. D. Combe (chairman, Combe International Inc).

The commercials, created by a leading advertising agency on a voluntary basis, concentrated on the theme "Medicines can't help you if you don't take them right . . . Read label directions". Similar

material has been prepared for radio, magazine and newspaper presentation and Mr Combe said that some \$2m-worth of free television time had been accorded to the announcements—helped by the fact that US television stations had to devote a percentage of their time (for which there was strong competition) to public service announcements. In the Press, the message had been carried in some 125 newspapers and 100m copies of magazines. A booklet "You and your health" had been prepared and the Council distributed 75,000 copies in 1975; a second health education project being planned will deal with topics of concern to women, and other booklets are available on "The care and safety of children" and "First aid in the home".

Mr Combe said that the campaign had been extended to Canada through the efforts of the Proprietary Association of Canada; he also drew attention to literature on "Medicines you need" available through pharmacies in Japan and to the Proprietary Association of Great Britain's own campaigns.

During question-time, Mr Combe was asked if his Council recommended checking of the home medicines chest by some outside person—he replied that it was an idea, but he did not know who would be a competent person to do the checking.

TV complaint on advertisements upheld

Complaints about advertisements investigated by the Advertising Standards Authority in the last three months of last year included cases involving a number of products sold from pharmacies. The latest list of complaints, published last week, shows that eight out of a total 227 fall into the cosmetic, toiletries and pharmaceutical category, and other involve baby products and two Boots advertisements.

The television programme "Nation-wide" initiated at least two complaints. One involved querying a testimonial type of claim in an advertisement for Phyllosan, with the words "We've proved it" printed above photographs of models. The Authority upheld the complaint that the copy was contrary to Section II.9.6 of the ASA Code, which was revised in June 1975. That section of the code advises particular care to ensure that advertisements are not so framed as to give the impression that real people are involved, and the revision added a clause that where an illustration of a person is used in conjunction with a testimonial, implying personal endorsement, the person shown should be the person giving the testimonial. The report says that the advertisement copy was composed before the revision, and the copy is now to be amended to "Prove it for yourself".

Nationwide also queried the claim on cans of SMA Regular baby food that it "Matches the nourishment of mother's milk". The complaint was upheld and Wyeth Laboratories have agreed to delete the word "matches" for the phrase "close to"; the changes are to be included on new cans expected to reach retail outlets this spring.

Three complaints about Earex were made by members of the public; one stated the product was "useless" and even dangerous to use, another that he had not

found it of any use, and the third felt it did not remove wax, but aided its removal. ASA ruled against the complaints, and considered medical substantiation adequate for the claim "Removes wax easily".

The two complaints against Boots advertisements were both upheld. In one case, the complainant contested the advertiser's description of the physiological effect of an infra-red sunray lamp's, use contending that the effect on the sensory nerves was one of sedation and not toning-up as stated by the advertiser; the copy is no longer running and will not be repeated. In the other case, an item of cat food advertised nationally at a specially reduced price was not available at that price in a North London branch as the branch had failed to change a price.

Other cases included the following:

□ A complaint that the tapes on Snugglers nappies did not stick—and the nappies were therefore not waterproof as advertised—was upheld. Colgate-Palmolive stated that some napkins, found to be faulty, had escaped quality control checks; when the problem was identified, advertising was stopped and would not re-appear until the product was satisfactory.

□ The ASA upheld a complaint querying the suggestion in an advertisement that Oil of Ulay could replace moisture: following independent medical substantiation the advertiser agreed to take account of a decision that the product could help replace moisture in the skin.

□ Two complainants considered an advertisement for Ondine Bath Dew featuring bare-breasted "nymphs" to be indecent, but the ASA rejected the complaint on the grounds that the illustration was a photographic interpretation of a pre-Raphaelite painting based on the Greek legend around which the product was developed.

People

Mr E. H. Fagg, MBE, FPS, was to retire from his post as a professional and technology officer, Department of Health, on March 4. Qualifying in 1937, Mr Fagg joined the Ministry of Health supply division in 1950 and was a member of the hospital pharmaceutical analytical group and of the pharmaceutical technical and supplies subcommittee. He was a member of the hospital pharmacists consultative committee from its first meeting in October 1965 to the final meeting seven years later and sat on the British National Formulary committee for the 1963, 1966 and 1968 editions. He has also been a member of British Standards Institution committees on blood transfusion equipment, hot air ovens, rubber closures and disinfectants. His MBE was awarded in 1973.

Sir Richard Dobson, chairman, British American Tobacco, has been appointed non-executive chairman of British Leyland to succeed the late Sir Ronald Edwards.

Deaths

French: On February 21, Mr Horace Percival French, MPS, 52 Lingfield Road, Edenbridge, Kent. Mr French qualified in 1932.

News in brief

□ Dr Alistair Wilson is president, South Wales branch, Socialist Medical Association, and not as stated last week (p289).

□ Chemist contractors in England during September 1975 dispensed some 22,701,997 prescriptions (14,239,513 forms) at a total cost of £31,217,887—an average of £1.375 per prescription.

□ During November 1975, Northern Ireland chemists and appliance contractors dispensed some 936,070 prescriptions (586,727 forms) at a total cost of £1,414,577—an average of £1.51 per prescription.

□ Schering Chemicals Ltd are hoping to start clinical trials of a "paper pill" contraceptive in the UK later this year. Sheets of paper impregnated with oral contraceptives and perforated like stamps are already used by women in China.

□ The Advisory Council on the Misuse of Drugs is considering whether paramethoxyamphetamine, known as PMA by addicts, should be added to the list of drugs controlled by the Misuse of Drugs Act 1971. The drug is believed to be coming into Britain from America.

□ Short courses to be held at Cardiff University Industry Centre this year cover industry and the law, audio-visual presentation techniques, patents, psychology and the mechanics of training. Details from Mr J. C. Jones, manager, CUIC, University College, PO box 78, Cardiff CF1 1XL.

Topical reflections

BY XRAYSER

Edwardian influence

The survey of pharmacy in the reign of Edward VII, undertaken by Sir Hugh Linstead and Mr Arthur Wright (Editor, *Chemist & Druggist*) demonstrated that the period was one of some importance to the profession and that it had considerable influence on the present-day pattern.

The Poisons and Pharmacy Act of 1908 laid down, as Sir Hugh stated, the statutory conditions under which corporate bodies could practise pharmacy. That decision set the pattern which we see today, in which the corporate bodies grow ever larger, and the opposition diminishes. Sir Hugh said that that Act represented all that was politically possible for pharmacists to achieve in the conditions of the time, but that it left the profession statutorily anchored to the sale of poisons with no recognition of its important role as guardian of the public in the compounding, dispensing and supply of medicines.

But to return to the conditions which launched the corporate bodies and the statement that that was all that was politically possible at the time, one wonders how different the situation would have been some seventy years after the Act which gave its blessing to the exploitation of the qualification by outside capital and outside interests. I note that Sir Hugh said, of the present, that "for our part, perhaps we in pharmacy can go no further than to insist that whenever a pharmaceutical operation is performed, there must be pharmaceutical supervision and responsibility". That was precisely the condition laid down in the 1908 Act and it all seems, therefore, to have been inevitable.

The extremely interesting survey of social conditions of the times given by Mr Wright demonstrated the hard life of late Victorian and of Edwardian days. I recall shops of the kind described where, in the absence of the bread-winner, the wife and mother ran a little shop in the front room of the house, which always seemed to be permeated with the smell of cooking—generally, it seemed, steak and onions.

Sublime

An inquiry for absorbent gauze brought a member of the public face to face with what had been only a threat. She was, in fact, faced with a metre and she wanted to know what a metre was. I explained that it was a unit of measurement of a system that was simple, easy to comprehend and, most assuredly, a beautiful, great and sublime idea, worthy of the age in which we lived. (I did not tell her that those words appeared in 1801.)

The base of the whole metrical system, I said, warming to my work, was the fourth part of the terrestrial meridian, between the equator and the North Pole. It was invented, I went on, by the French National Institute, and they adopted the ten-millionth part of that arc for the unity of measure, which they denominated *metre*, and applied it to both superficial and solid measures, taking for the unity of the former the square of the decuple, and the latter, the litre. By a careful measurement of the arc from Dunkirk to Mountjoy, they found the length of the metre to be equal to 443,296 lines of the toise of Peru. They also found a cubic centimetre of distilled water, taken at the flood—no, my error—taken at its maximum density and weighed *in vacuo*, that is, the unity of weight, was found to be 18827.15 grains of the Pile of Charlemagne.

I explained it all patiently and carefully. She remained silent through my little lecture and at one point I wondered if she was quite well. We returned to the packet of gauze. She thanked me for explaining it all so simply, saying she was glad she was not buying a carpet—a strange observation—and asked if she could please have one yard.

New clinical trial proves your customers are right to choose Vicks Sinex Nasal Spray.

Vicks Sinex Nasal Spray, which contains the unique combination of Vicks aromatics and the highly effective local vasoconstrictor oxymetazoline hydrochloride, was compared with two other vasoconstrictor formulations in a recent clinical trial. For the purposes of comparison another oxymetazoline product without aromatics and another well-known preparation also without aromatics were selected for the trial. Vicks Sinex showed overall superiority:

*** Achieved best results – with smallest dosage**

The amount used of Sinex was only one-half or less than that of the other formulations. Evidence that Vicks Sinex is a more appropriate product for the self-medicating consumer because of the smaller risk of abuse.

*** Gave the longest-lasting relief**

Patients found that the duration of action of Sinex was significantly longer than that of the other formulations tested.

*** Proven value of Vicks aromatic ingredients**

The research concluded that the economy of use of Vicks Sinex was due to the aromatic ingredients. This suggests that the aromatics give an immediate subjective feeling of relief which prevents over-usage of the product.

*** Improved patients' acceptance**

In this trial patients reported that Vicks Sinex produced less cases of dissatisfaction compared to the other formulations tested.

*** Clinical and technical review**

A comprehensive clinical and technical review of Vicks Sinex Nasal Spray is available to retail pharmacists on request. Please ask for your copy.

① J.Int.Med.Res. 3:356

Richardson-Merrell Limited,
Consumer Products Division, 20 Queensmere,
Slough, Berks. SL1 1YY



**Vicks Sinex Nasal Spray,
the nasal decongestant
you can most confidently
recommend.**

**New Gibbs Close-up
puts its money where its mouth is**

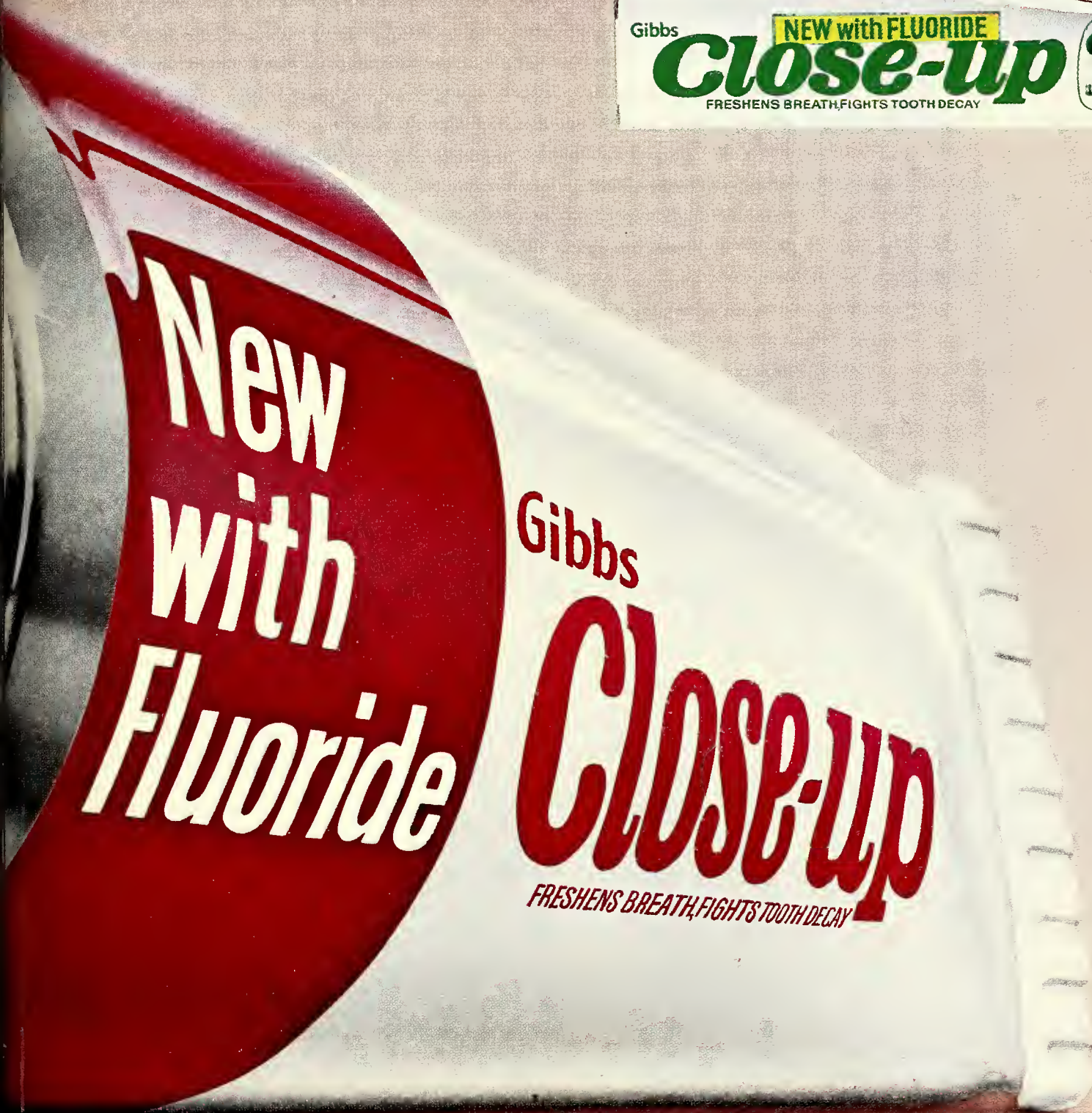


What's new about Gibbs Close-up?

- *New formulation. Now it has fluoride. To protect children's and adults' teeth against decay.
- *New improved flavours. But with the same unique breath-freshening qualities.
- *New packaging. Now more attractive and striking on display than ever. With the added fluoride boldly marked.

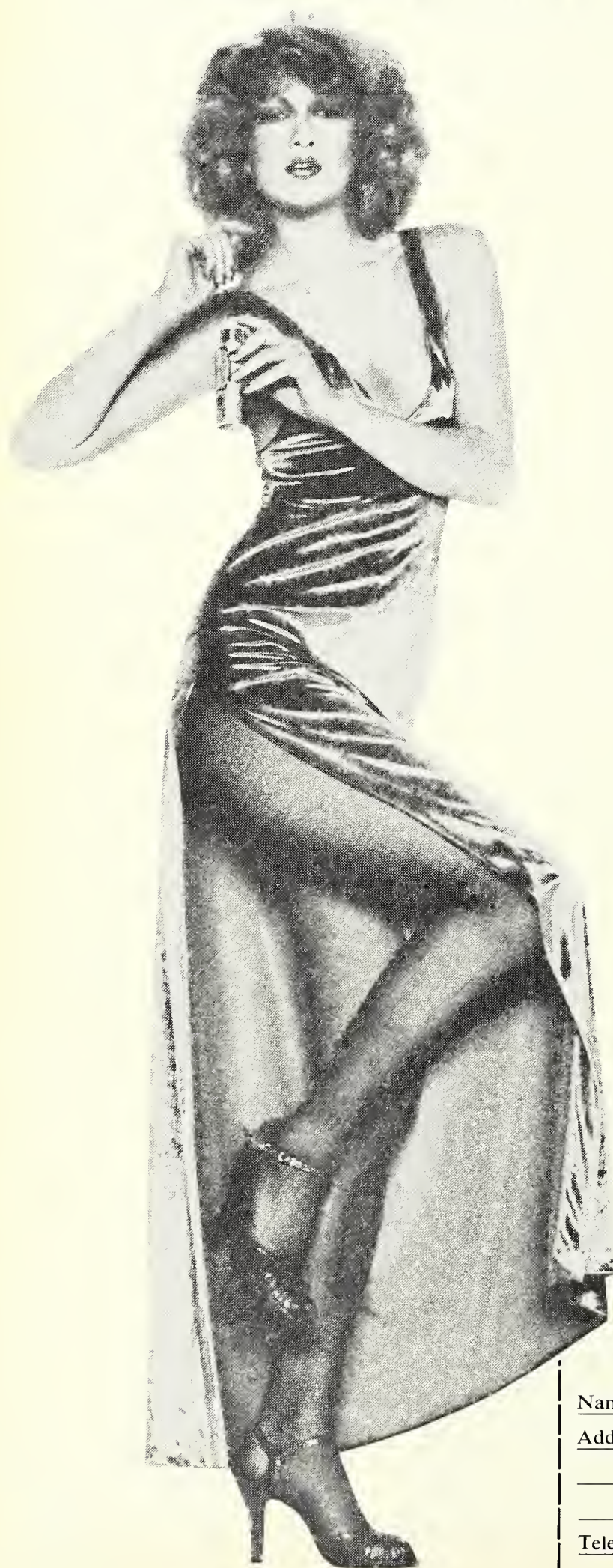
What's in it for you?

- *£1,250,000 will be spent from March on promotions and advertising.
- *Brand new TV commercials to back up the most important Gibbs toothpaste development in '76.
- *New clear red and green Close-up. Two clear winners for you!



Elida Gibbs Ltd

MARY QUANT'S HAVOC IS FOR GIRLS WHO LIKE TO PLAY IT.



And for stockists who like to play it Mary Quant cosmetics is where the action is.

For Havoc Perfume there is a new Day Spray Cologne, plus the most dynamic TV commercial ever (Granada and London). As potent and lasting as Havoc itself. With big national back up of radio and press.

For the Fashion Cosmetics a line up of stunning national advertising throughout the whole year. All completely new, all completely different.

So play safe, play Mary Quant and fill in the coupon now.



Mary Quant and the Daisy Symbol
are Registered Trade Marks.

MARY QUANT'S HAVOC SPRAY AND COLOGNE

I would like to play it. Please call to discuss stocking Mary Quant Cosmetics.
To Mr. M. F. Gadsdon,
National Sales Manager,
Mary Quant Cosmetics,
Hook Rise South,
Surbiton, Surrey KT6 7LU.

Name _____

Address _____

Telephone _____

CD 1



PHOTOGRAPHIC

How to sell more effectively

By Stanley Bowler

At the beginning of the Spring season, ready for Easter, is the time to take stock about your attitude to selling photographic equipment and materials. First of all, ask yourself a simple question—do you really *sell* photography or do you just hand over and accept the cash for either a camera or a roll of film? How interested are your assistants in the subject? Do you, or they, play any part in local photographic activities—the local camera club and so on?

How extensive is your own knowledge, and have your assistants sought or received any training? There are courses available and the Photographic Dealers' Association could be of help to you. There is no lack of information; it just needs a little seeking out.

Next, manufacturers and distributors have available show material to enhance your window displays. But this needs to be used intelligently and imaginatively, not buried under other items that overshadow it or clash with it and render it useless. At the present time colour is becoming increasingly important so that your window arrangements should, from time to time, lay emphasis on the results which can be obtained, simply and inexpensively. A few dog-eared old prints from last year will not encourage anyone to try their hand at colour photography.

Different systems

There will always be discussions about the acceptability of colour-prints or colour-slides. Colour-negative and colour-print processing can help to increase your turnover, while colour slides can lead to sales of slide-projectors and accessories such as screens and so on. With a little enthusiasm in meeting the customers' needs your follow-up business could, even in a year, exceed the value of the initial sale of a camera and a roll or two of film.

It has been pointed out before in these pages that the chemist-dealer is in a particularly fortunate position as far as the average customer's trust in him is concerned. He, or she, comes to seek advice on medicaments and so on—why should not the same reliance on your advice be generated as far as photography is concerned? There are chemist-dealers, up and down the country, who have benefited by taking photographic sales seriously despite the competition from price-cutting and the activities of discount houses.

So, we come to the question of window displays; how best to treat them and what amount of space to be allocated to photographic promotion? There are two alternatives—rather like the difference between the haute-couture establishment with a single gown in the window cunningly lit with a single spotlight at one end of the scale and a jumble of odds and ends with

a catching price tag—nothing in this pile more than £5!—at the other end. If you are deciding to venture into the field for the first time then some emphasis is really essential; if you are already known as a photographic equipment and materials supplier, then probably a slightly forceful reminder will be appropriate.

But whatever form the display takes it should be, to some extent, isolated from the rest of the window display. Merely tucking a camera or two in amongst hair-creams or bath-salts will not draw anyone's attention to it. Have you a side window which, every so often, could be devoted solely to photography? If people shelter in your doorway, possibly at a bus-stop for example, then they are almost bound to look at what you have to offer.

Precise advice on window display is difficult to give—there are obvious limitations in such matters of space and style. What will be appropriate to a larger city may be quite out of place in a smaller town or large village. The type of equipment which will be likely to sell will be different in almost every case. Often it is a matter of knowing your own particular "market" while, at other times, it may be entirely a matter of taste.

Many people, often with complex hi-fi equipment, seem to have an innate fear of the mysteries of photography. It is in cases such as these that your own specialised position vis-a-vis the customer can be turned to advantage. You will be the one "in-the-know" because you take pictures yourself—you do some *snapshotting* yourself—so pass on your enthusiasm and basic knowledge. Forget all about your photographic-hi-fi terminology and get down to bed-rock. Picture-making, these days, is really simple and, with the minimum of know-how, good results can almost be guaranteed.

This does not mean that care is *not* required, but, with the equipment avail-

able today, it is possible to obtain excellent pictures simply by "following the book". The book in this case is the instruction-leaflet for either camera or film. Most of them are written and illustrated in extremely simple terms with the primary purpose of trying to ensure that whoever reads them will be able to follow them easily and, in consequence, be able to handle the camera or use the film with confidence.

A static display has limited appeal—even if it is changed, few may notice it. Light or movement draw attention. One or two spotlights on selected items may provide the key to incisive identification of the products to which you wish to draw attention. A simple display device is the rotating platform; which is both inexpensive and efficient.

But, it is suggested, the best display of all is some form of screening of colour pictures. Magazine-loading back-projection slide equipment is not outrageously expensive; it can be hired by the week or the month. In another sphere, travel agents have been using this kind of display to show some of the delights of the sunny holidays which they have to offer.

Examples

Why not take a leaf out of their book? Why not invite some of your customers to lend you one or two slides taken on their holidays just to show what can be done with simple snapshotting on a cruise or during a foreign tour? They will be flattered and you will gain from practical examples of what can be done with modern cameras and materials.

The important thing is to start thinking about your own special photographic promotion, to use some imagination in presenting the whole idea of encouraging your customers to buy a camera, to use film (whether for prints or for slides) and to record their activities in the home, in the garden or overseas. It does not really matter how they go about this fascinating hobby, the principal point is to get them started, to their advantage and also to yours.

But nothing will come out of these suggestions if you just stand back and wait for inquiries. Selling, in any market, depends upon an active participation in that market coupled with a real interest in the customer's likely needs. If you have no enthusiasm of your own you are unlikely to be able to generate it in others.

Photofinishers Napcolour Ltd, Chester, run a training course for counter staff which includes a certificate and badge award for participants attaining a satisfactory pass level





hmmmm....

time for another

**HARMONY
HAIRSPRAY**

17½%.off

COLGATE
DENTAL CREAM

25%.off

KOTEX

12½%.off

**PURE
SILVIKRIN**

22½%.off

**PHILIPS
FLASHBULBS**

17½%.off



mad march 's'hare out for

UniChem members only




RADOX 22½%.off



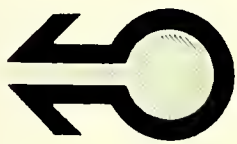
LIL-LETS 10%.off



BRUT 33 15%.off



VOSENE 22½%.off



Plus an
additional
5%*
in profit-
sharing
rebate

* Minimum Basic Rate Forecast

TO:

J. A. L. SPELLER, GENERAL SALES MANAGER
UNICHEM LIMITED
CROWN HOUSE
MORDEN, SURREY SM4 5EF

DATE _____

NAME _____

ADDRESS _____

I would welcome more information about UniChem _____

Take a fresh new look at Steradent.

NEW FRESHNESS FORMULA! Now Steradent has a new fresh taste that's really worth making a splash about.

NEW ADVERTISING! New fresh style advertising will show happy, smiling people who really enjoy life.

NEW CONFIDENCE! This new fresh advertising approach will inspire confidence in millions of new denture wearers and reassure the loyal users—that new fresh Steradent will give them even more to smile about.

**BIGGEST EVER
NATIONAL TV CAMPAIGN
STARTS IN EARLY SPRING**
with another big splash in summer.

**NATIONAL CAMPAIGN
FOR FIRST TIME EVER IN
MASS CIRCULATION WOMEN'S
MAGAZINES**

**AND NATURALLY NEW
FRESH STERADENT COMES
IN NEW FRESH PACKS.**



Stock up with new FRESH Steradent and you'll be smiling.

PHOTOGRAPHIC

D & P round-up

Tudor to launch own film

Tudor Processing Ltd, Oxgate Lane, London NW2, plan to market their own brand colour negative film later this year.

The film—which say Tudor, will be comparable with leading brands—follows up the company's first marketing venture last December of Tudor tape cassettes (*C&D*, December 20/27, 1975, p825). Called Tudorcolor, the film is planned to be launched after Whitsun and will be available in the three most popular formats of 110, 126 and 135. Supporting promotions are being planned for the launch and the company's plant is being geared to processing the film.

Tudor, who service some 1,400 dealers in the South of England, offer a daily collection and delivery service and supply all necessary paper work. Constant monitoring of processing ensures a consistently high standard, and competitive discounts are offered. The company promotes the Tudor name both in dealers' shops, with point-of-sale advertising, and also on local radio stations, tube trains, and in the near future, on television—Tudor feel that by promoting the name much wider advertising can be employed which will be of benefit to all its dealers.

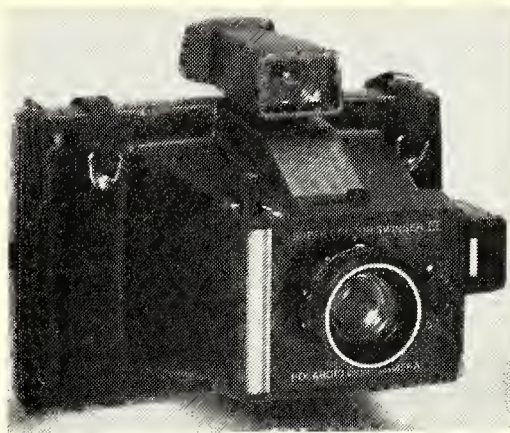
The company's laboratory is capable of processing black and white films, nearly all colour films and most transparency films. Various promotions are run through the year, such as a 2 for 1 Jumbo offer—two 7 x 5in prints from the same negative for the price of one. Just before Christmas a new service was launched on which prints are mounted on canvas, to give an "old master" effect, and framed; professional photographers have been offering that type of service for some time, but Tudor claim to be the first laboratory to offer it at an amateur price.

Napcolour foresee record

A record developing and processing season is foreseen by Napcolour Ltd, 76 Lower Bridge Street, Chester—now the largest UK group of photofinishing laboratories.

Napcolour were in the news in October last year when it acquired the Rankolor Laboratories at Mansfield, Liskeard, Neath and Bristol, to virtually complete its plan for national coverage. Mr Charles Plant, Napcolour's chairman, confirms that the newly acquired laboratories and staff have now been successfully merged into the enlarged Napcolour group, following a programme of courses and seminars and a substantial purchase of new equipment.

Mr Plant goes on to state that the newly acquired dealers have reacted favourably to Napcolour's consumer promotions and colourful display material and, in particular to the counter staff training courses run throughout the country by the company's full-time dealer staff trainers. The



The new Super Colour Swinger III camera (£29.95) from Polaroid (UK) Ltd, Ashley Road, St Albans, Herts, which can be used with a variety of rectangular and square format films including the following types: 88 and 108 Polarcolor 2, 82 and 107c black and white and 105 positive/negative

courses run in specially equipped training rooms within Napcolour's laboratories or in selected hotels, are augmented by a postal course which can lead to a photo-adviser certificate and badge award. The course has proved so successful that the training manual is now in its second print.

Although the wraps do not come off Napcolour's main summer promotion until April, the company have announced that their standard enprint, as from April 3,

will be borderless silk finish. These will be launched to the public as "Big N" prints and supported by an eye-catching show card featuring two such prints. The move follows the continued increase in demand for borderless silk prints and "Big N" prints will be supplied automatically at no extra cost unless gloss finish is requested.

Napcolour's ability to maintain a reliable quality service was put to the test last October when their Morley laboratory was completely destroyed by fire. A new film laboratory will be in production for the 1976 season about a quarter of a mile away from the site of the old laboratory; new equipment is currently being installed which will make it one of the most streamlined in the Napcolour group.

Kodak go borderless

Kodak Ltd have now turned over to borderless prints for all colour negative work—both glossy and silk—performed at the colour processing division, Hemel Hempstead, Herts.

The move, says the company, follows the ever-increasing popularity of the silk borderless prints, which have up to now been available only from 110, 126 and 135 negatives. Customers can now choose between silk or glossy borderless prints from all negative sizes for a standard price of £0.16 per print for prints made at the time of processing.

New store fulcrum of Vestric's service

Vestric Ltd, who claim to offer the independent chemist the widest range of photographic products available through any pharmaceutical wholesaler, has recently resited its central photographic store—the fulcrum of its activities.

All Vestric branches and depots carry stocks of the more popular photographic products, including Kodak, Polaroid and Agfa films and cameras together with a selection of accessory lines including flash-bulbs, batteries, viewers, slide boxes, albums and binoculars. All these products are available on the company's normal, same day, delivery service. In addition, the company's central store holds a comprehensive range of more sophisticated equipment and this can be supplied to any branch, and therefore to any customer, at short notice.

Among companies for whom Vestric are distributor to the independent chemist are: Agfa-Gevaert, CZ Scientific, Gnome Photographic, GAF, Hanimex, Ilford, Kodak, Photax, Polaroid (UK) Ltd, Rank Photographic, Paterson Products, J. J. Silber, TOE Ltd, Spicer Hallfield, Greenkat, Mallory Batteries, Ever Ready, Thorn Lighting, Philips Electrical, Wotan Photo, Cine Screens Ltd, Crown Radio Co Ltd, and Interton Electronic Ltd. The company also distribute a range of exclusive photographic accessories including self adhesive albums, screens, gadget bags and a projector stand.

Vestric's central store receives a weekly delivery service from all major photographic suppliers, and is therefore able to offer a "specials service" for the procurement of items not normally held in stock. Subject to availability, the company will

obtain "one-off" items against a firm order from a branch customer.

The central store is the fulcrum of Vestric's efforts to provide a comprehensive and competitive photographic service to its customers, and in order to achieve greater efficiency in its operation, the store was recently moved to specially equipped premises at Colnbrook, Berks. The result of this move has been a faster service for photographic products to Vestric branches and therefore to the company's customers.

Responsible for the company's interests in the photographic field is photographic products manager, Mr I. R. H. Crimp. Based close to the store at Colnbrook, he controls and initiates national photographic promotions and advises branches throughout the UK on product range. Mr Crimp maintains close liaison with all the major photographic distributors and is responsible for the addition of new lines to the company range.

Mr P. S. Kohli, assistant to the photographic products manager, controls the day to day operation of the central store, including the buying of goods and their despatch to branches. Mr P. W. Hyatt is responsible for the administration and accounting function of the central photographic store together with the maintenance of the company's photographic price list. Both have considerable experience in the photographic sphere, having been with the company since the inception of the central store, and are able to provide technical or pricing information to customers. Communications to them should be addressed to the photographic department, Vestric Ltd, 8 Galleymead Road, Colnbrook, Slough SL3 0EU.

PHOTOGRAPHIC

A further step forward for 110

Kodak Tele-Instamatics models 330 and 430. Model 330 is made in Britain, while the 430 is of German origin. Marketed in Britain by Kodak Ltd, PO Box 66, Kodak House, Station Road, Hemel Hempstead, Herts HP1 1JU

Since these two new cameras were first noted in *C&D* we have had an opportunity to try them out fully, obtaining the kinds of result which one normally associates with the products of this international organisation. The general configuration of the camera is similar to the previous range of models, but there are subtle changes, such as the slightly sloping ends and variations in trim, which make them appear slimmer and more elegant.

These changes, however, are purely external although the general attractiveness of any piece of equipment must surely help to sell it. The really important change is in the lens systems; within the new body there are two. First there is the "normal" lens which produces the conventional "size" of picture; then there is the "tele" lens which, in effect, produces close-ups from the same camera position. The normal lens has a focal-length of 25mm and the tele lens a focal length of 43mm—almost a 2× magnification.

Returning to the body of the camera itself there are two points worthy of notice, small in themselves but of importance in handling the camera. The lens cover has a more positive action in that it clicks into position either on opening or on closing; the back latch also has a more definite action, opening and closing with a snap. Then, there is an improvement in the shutter-release. Earlier apprehensions about the general success of 110-format photography related to the likelihood of camera shake with such a tiny piece of equipment. Nevertheless, the need to hold the camera as still as possible and to "squeeze"

and not jab at the release remains an important recommendation to the user.

The simpler model 330 has a black moulded casing with a satin metallic top-panel finish, in the latter being inset (from left to right) the "sunny" and "cloudy" slider (1/100 and 1/50th sec), the lens-change slider (boldly marked "norm" and "tele") and the blue rectangular release-button. The viewfinder, with white frame-line markings for the two fields-of-view, is at the left-hand end of the back panel with the usual long window showing the film-type identification and exposure number.

The sling attachment is at the left-hand end as is the Magicube-socket neatly shrouded by a hinged cover to protect it from dust, while at the right-hand end is the back-cover loading latch and on the underside the single-stroke film-advance slider. A tripod-bush is not provided, but our tests were still carried out with the camera firmly supported.

Both lenses are of fixed focus with an aperture of *f*/11 giving a depth-of-field from 1.5m to infinity. When a Magicube is inserted—there is the usual red warning "flag" to show when the bulb has been used—the shutter-speed is automatically set to 1/50th sec exposure and the flash range is from 1.5 to 2.7m.

Simplicity

Even though this little camera has a dual-lens system that takes it out of the ordinary class of 110-format cameras, it still retains the essential simplicity of the basic models that have preceded it. The six-fold instruction leaflet is as clear and as concise as any other Kodak publication—simplified text coupled with little black-and-white detail sketches make it as easy as possible to comprehend. There is even a "trouble-shooting" panel in case the user may encounter manipulative difficul-

ties, while on the reverse there are pairs of colour illustrations showing the difference between the results obtained with one lens and the other and suggesting some landscape and portrait possibilities.

The second camera, the model 430, is a little more complex but, even with this electronic model, its operation is simple provided that the user follows precisely the instruction booklet.

The 430 is a little larger than the 330; a description of its top-plate discloses most of the special features. Centrally disposed, near to the front edge, is the main slider controlling the position of the normal and the tele lenses. The first of these is a fixed-focus *f*/5.6 glass-and-plastic triplet with a focal-length of 25mm and it is placed behind the shutter, having two speeds (1/50th and 1/100th sec), designated by the symbols "cloudy" and "sunny". The second lens is a glass triplet *f*/5.6 with a focal-length of 43mm in a focusing mount having a range from 1.2m to infinity. It slides into position in front of the shutter. When this movement is effected, the focusing-slider is disclosed.

Other features

From the left to the right of the back of the camera there is, first of all, a hot-shoe electronic-flash accessory mounting, then the hinged cover of the compartment for the Mallory Duracell 5.6V type 7H34 battery and lastly, the elongated glazed slot in which is shown the film type and number of exposure. At the left-hand end of the body, placed forward of the accessory-shoe, is the Magicube mounting with its hinged cover and at the right-hand end is the latch for the camera-back and the swivel fixing for the wrist-sling. There is a tripod-bush in the centre of the base of the camera body.

The CdS exposure-meter control system is operated by the slider on the top-plate (between "cloudy" and "sunny") with an aperture-range from *f*/5.6 to *f*/16; a tiny red light centred just below the bottom edge of the viewfinder frame-line disappears when the correct setting is made. When a Magicube is in position the shutter speed is automatically set to 1/50th sec and the weather-guide slider, when set to the appropriate flash distance, also automatically selects the correct aperture over a flash distance of 1.2 to 4.5m.

There is a double-exposure prevention

Kodak Tele-Instamatics Country of origin Distributor

Model 330

Great Britain
Kodak Ltd, PO Box 66, Station Road, Hemel Hempstead, Herts HP1 1JU

Model 430

West Germany

Lenses

f/11, 25mm and 43mm fixed focus

f/5.6, 25mm and 43mm latter with focussing

Shutter

2 speed, 1/50th and 1/100th sec, selected by weather guide slider

Features

Distance or closer views by lenses controlled by sliding action

Distance or closer views by lenses controlled by sliding action; also electronic sensing of light value

Accessories

Wrist sling provided; camera case model 4 (£1.05)

Wrist sling provided; camera case model 5 (£1.27)

Dimensions

4 $\frac{7}{8}$ × 2 $\frac{1}{4}$ × 1 $\frac{1}{4}$ in (124 × 57 × 29mm)

5 $\frac{5}{8}$ × 2 $\frac{3}{4}$ × 1 $\frac{1}{4}$ in (144 × 61 × 29mm)

Weight

5oz (142g)

7 $\frac{1}{2}$ oz (213g)

Recommended retail price

£25

£68.84



Above: Model 330. Below: Model 430



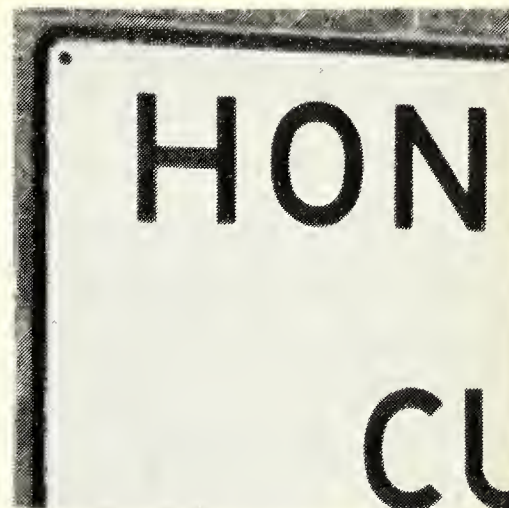
device and the sliding lens-cover prevents accidental release and also turns off the battery when it is closed. Apart from dropping the camera or leaving it to get full of sand on the beach, most potential hazards of misuse seem to have been considered. With this kind of forethought on the part of manufacturer there really should be no excuse for poor results!

The instruction booklet for this particular camera is a multi-lingual affair of 44 pages, with the English text on pages 8 to 13. Once again, clean little black-and-white drawings and the minimum of text explain every detail of operation in concise terms.

Presentation

Finally, presentation: in their moulded plastic packs with a dark base-section, red flock-lined recessed insert-panel and transparent lid, they make excellent point-of-sale material. The caskets include a cartridge of 110 Kodacolor II film, a Magi-cube, the camera itself and its wrist-sling. The bright yellow-and-blue instruction leaflet or booklet completes the display.

We have described these new cameras at some length because we believe that they represent a step forward in the 110-format system; they should provide the chemist with a further incentive to sell to his customers equipment which should provide them, in turn, with the chance to obtain excellent results, with a choice of distance or closer views from the same camera position and a facility to take pictures with a camera-system previously only available to owners of more expensive 35mm cameras.



Full size reproductions from normal size enprints of the standard C&D test subject. Top line: model 330 "normal" and "tele"; bottom: model 430 "normal" and "tele"

Vestric WE'LL KEEP YOU IN THE PICTURE

Vestric are your local distributors for all the leading brands of photographic equipment. Just look at the list —

Agfa-Gevaert, C.Z. Scientific, Gnome Photographic, G.A.F., Hanimex, Ilford, Kodak, Photax, Polaroid (UK) Ltd, Rank Photographic, Paterson Products, J.J. Silber, T.O.E. Ltd, Spicer Hallfield, Greenkat, Mallory Batteries, Ever Ready, Thorn Lighting, Philips Electrical, Wotan Photo, Cine Screens Ltd, Crown Radio Co. Ltd, Interton Electronic Ltd.

We are also main distributors to chemists for Ilford, Interton Electronic, T.O.E. Ltd, Crown Radio and Unika and Viva Cameras.

Then there's the Vestric range of photographic accessories including self-adhesive albums, screens, gadget bags and a projector stand.

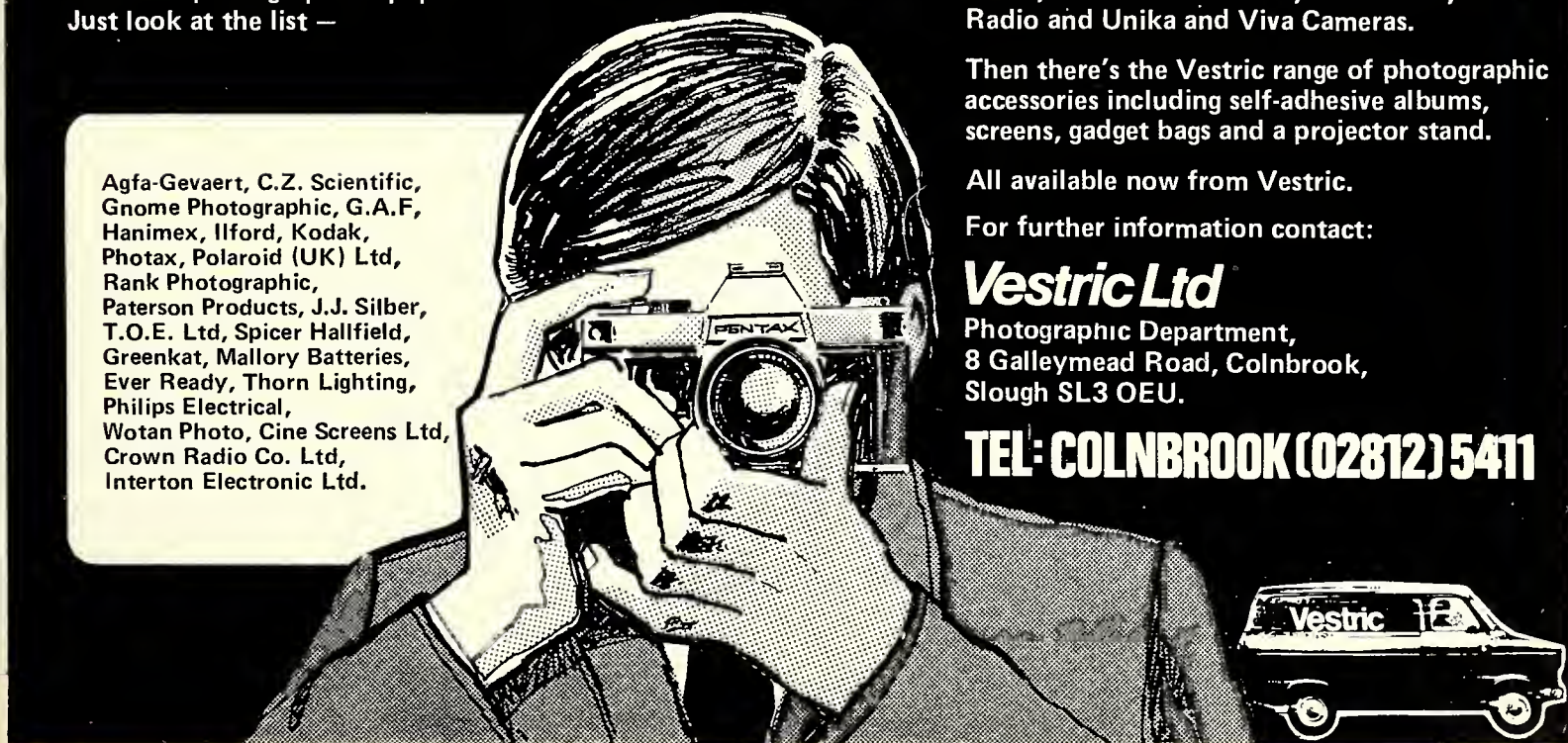
All available now from Vestric.

For further information contact:

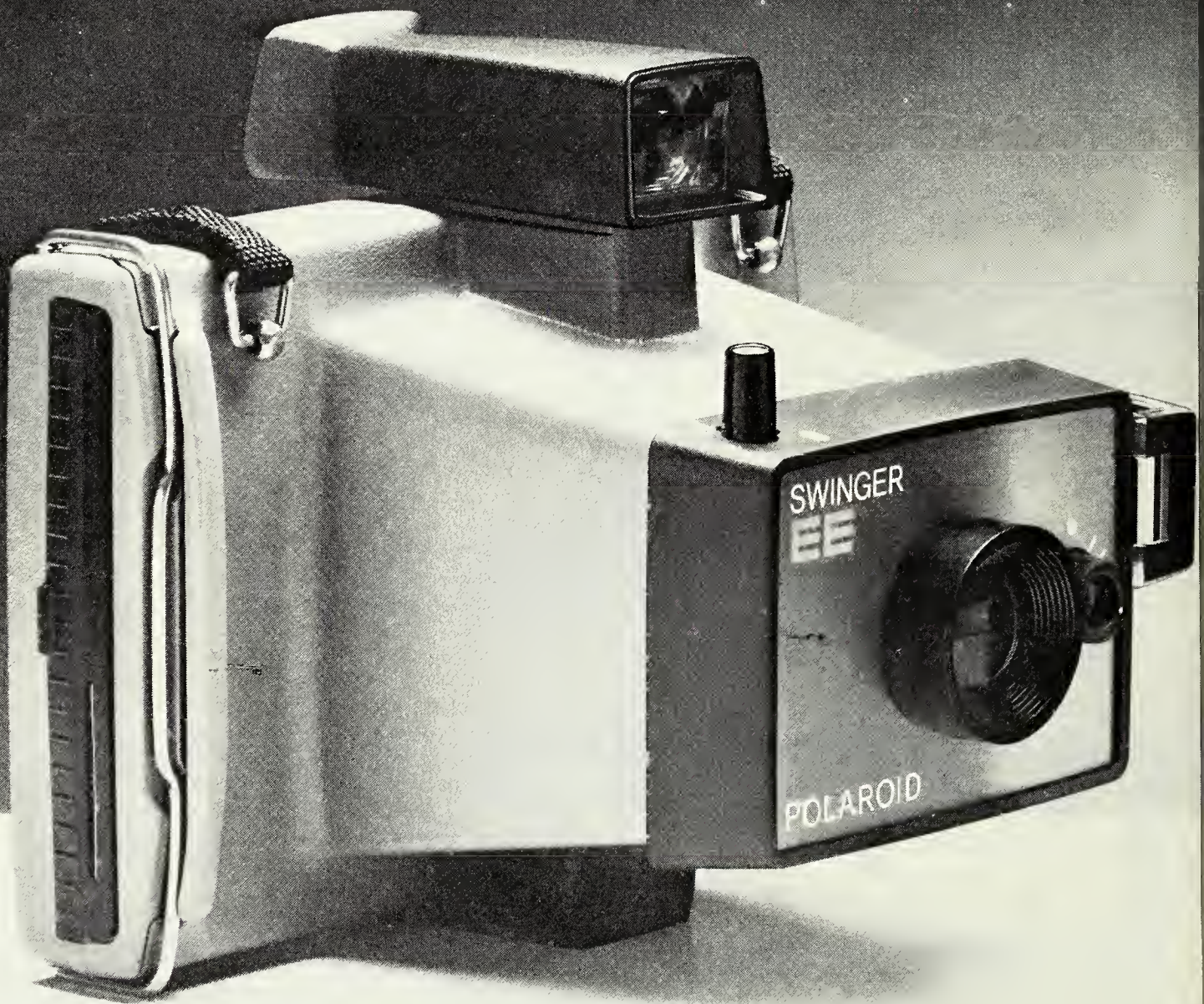
Vestric Ltd

Photographic Department,
8 Galleymead Road, Colnbrook,
Slough SL3 0EU.

TEL: COLNBROOK (02812) 5411



TWO NEW SWINGERS TAKE A FEW SECONDS AND



On your left, our remarkable new Swinger EE.

Remarkable because, although it now becomes the lowest priced model in our range, it offers your customers a sophisticated feature normally found only on far costlier cameras.

Namely, an electric eye and electronic shutter to give them automatic exposures.

Also included, a built-in flash assembly. So they'll be buying plenty of our new 4-shot flashcubes from you.

As for broad daylight, they can get crisp, clear pictures from three feet to

infinity since, with the Swinger EE, there's no focusing.

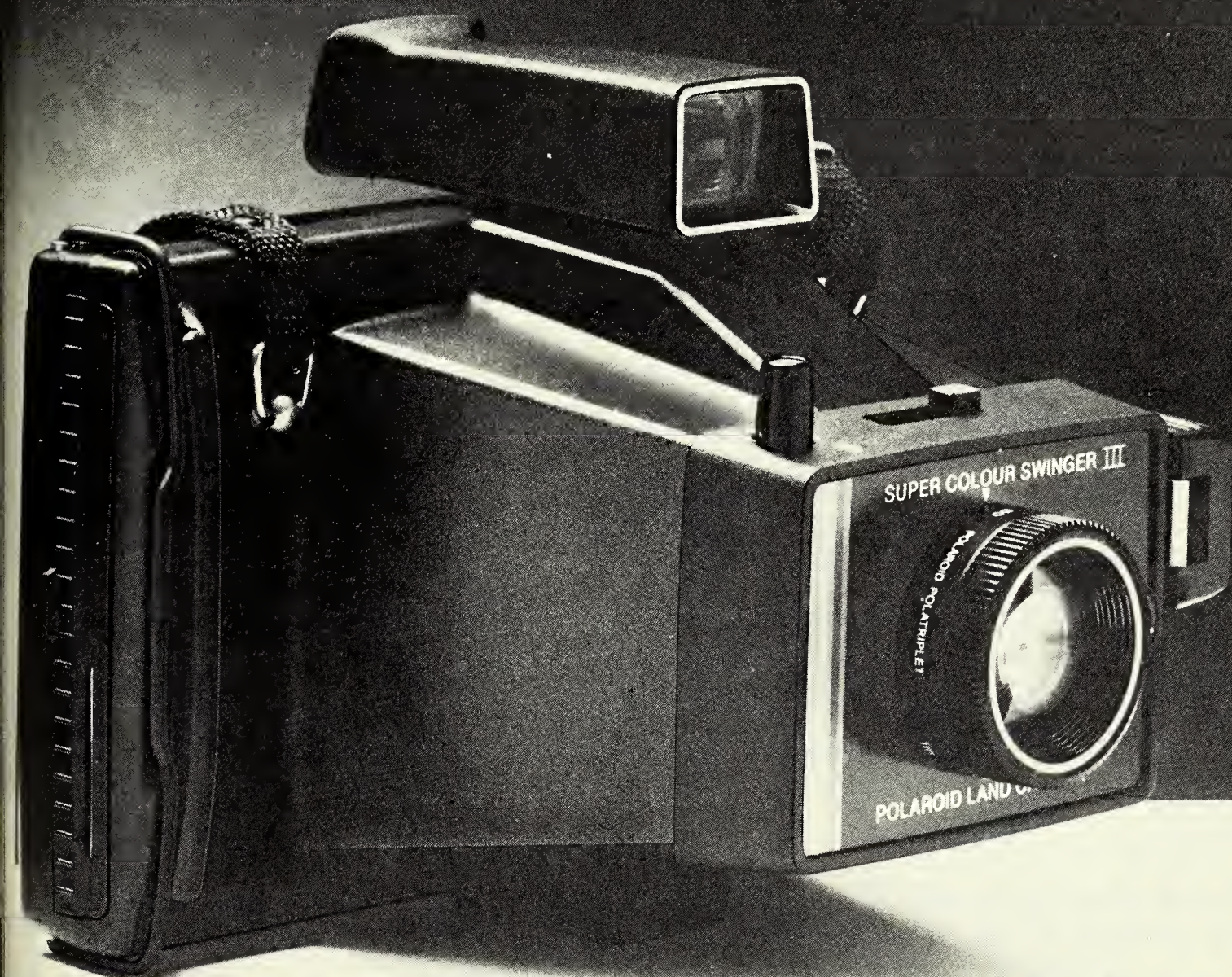
Talking of pictures, it uses our inexpensive Type 87 film.

Half a minute now, and we'll tell you about the other model on your right.

Our new Super Colour Swinger III. Scarcely less remarkable, it becomes our top priced Swinger.

Along with all the Swinger EE's features, customers will find a self-adjusting viewfinder. A flash diffuser. Tripod mount. And our exclusive Polatriplet three element lens.

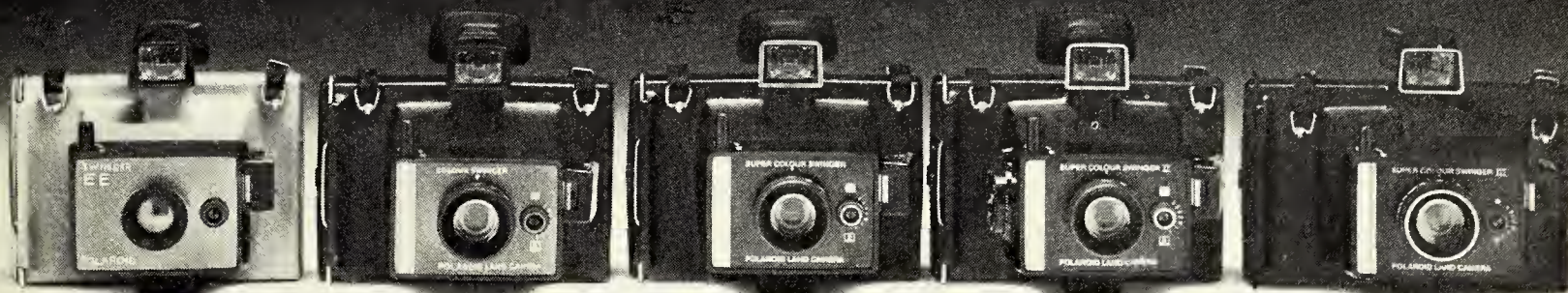
FROM POLAROID. YOU'LL GET THE FULL PICTURE.



Its really big plus, though, lies in the
ve different Polaroid films it can use.
Type 87, Type 88, Type 107C, Type 108.
And, first time ever for a Swinger,

black and white positive/negative film (Type 105).
There, that didn't take a minute, did it?

POLAROID INSTANT PICTURE CAMERAS.



New Swinger EE Electric eye
camera for economical square
format black and white
pictures in seconds. S.R.P. £14.50.

Colour Swinger Square
format colour pictures in a
minute. S.R.P. £18.70.

Super Colour Swinger
Square format colour pictures
in a minute, black and white in
seconds. S.R.P. £22.50.

Super Colour Swinger II
Colour pictures in a minute,
black and white in seconds.
Plus built-in timer. S.R.P. £26.

New Super Colour Swinger III
Takes five different kinds of
instant pictures. S.R.P. £29.95.

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New products and packs

Babycare

Liga rusks from Cow & Gate

Cow & Gate have launched their second new product of the year—Liga rusks. Manufactured in Holland, the rusks have been available in the UK for 15 years, mainly in Yorks, Lancs, the Midlands and through the Boots chain. Even on such a restricted distribution, they have built up a strong reputation, according to Cow & Gate, and are said to be highly regarded by health authorities for their well-balanced composition and because they do not taste sweet. The rusks contain vitamins, protein and are free from artificial colouring, flavouring and preservatives.

The rusk market is the largest remaining stronghold within the babyfood industry so far unrepresented by Cow & Gate products. The market is dominated by brand leader Farley's with a 92 per cent share. Liga rusks currently have 6 per cent of the £3.6m market, a share which Cow & Gate estimate will double within the first year and reach 30-35 per cent after 2½ years.

There are eight rusks in each packet (£0.20) in four sealed wrappers, with 24 packets to the outer. The shelf life is 18 months. Until March 26 there are bonus terms from the wholesaler of £1.80 per dozen. Bonus terms direct from Cow & Gate (as part of a £65 order for all products) until March 26 are: one to three cases £1.76 per dozen, four and over cases £1.44 per dozen. The launch will be supported by a national Press advertising campaign and a television commercial in the Southern television area breaking in early April (Cow & Gate Baby Foods, Guildford, Surrey GU1 4HS).

Cosmetics and toiletries

Replica perfumes added

Replica perfumes (15cc, £1.95) are being introduced to complement the eau de toilette "classics": Madame R, No 5, Dewth, Cabou, Nina and Miss (distributors Jackel & Co Ltd, Bitty Brewster Estate, Blyth, Northumberland).

Almay spring collection

Almay cosmetics will be advertised on local radio and in local newspapers to promote the new spring colours in the range; there will also be national magazine advertising. This follows the success of the autumn regional campaign, which included a window display competition for chemists.

The spring "new mood" collection offers three shades of coral lipstick—cool coral, spicy coral and candid coral—in the Suede Shade formulation, available in black and copper-finished cases. Three toning shades of creme nail enamel are spicy amber, cool touch, candid apricot.

For eyes, there are three new Shadow 'n

Light duos—sultry skies, sweet sand and sparkling seas. Introduced also are Soft Lights, six highlighters of a powder-cream type which can be used wet or dry, alone or teamed with a shadow. They are presented in a circular black compact with swivel, mirrored lid (£0.70) and are available in lid light, hush light, dawn light, moon light, sun light and naked light. The spring collection is available for sale from mid-April (Almay Cosmetics, 9a New Bond Street, London W1Y 9PE).

Poly Blow and Shape

Poly Blow and Shape lotion is being introduced to "help women achieve the natural blow-wave styles using only a brush and hand-dryer". Two applications are promised from 22cc (£0.15) and seven from 82cc (£0.39)—both in plastic bottles with sprinkler applicators.

Until April 2, the makers are offering an introductory bonus on regular stock and the pre-packed assorted display. Advertising in women's magazines, aimed at the 16-24 year old "heavy users", will closely follow the launch (Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants).



SH:TA116

LONG-ACTING

Histryl

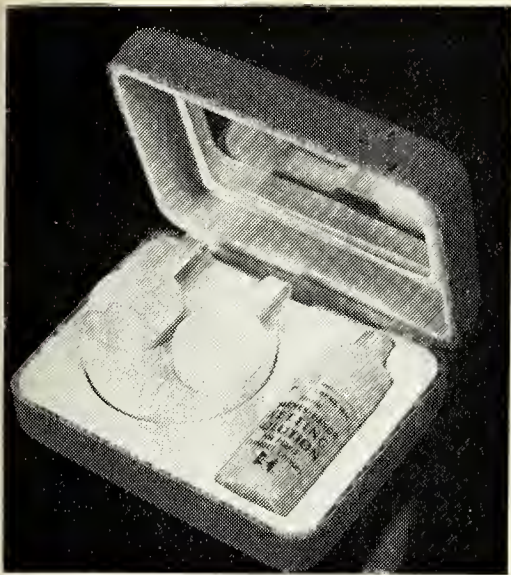
'SPANSULE' CAPSULES

day and night protection from hay fever symptoms

In a unique sustained-release 'Spansule' Capsule for long action.
Side effects are infrequent and minor.

one night and morning

When asked to recommend a preparation for relief of hay fever...
RECOMMEND HISTRYL—WITH CONFIDENCE



tions: five million "8p off" coupons distributed through magazines, 220,000 sample sachets given with *Look Now*, and "2 for the price of 1" sachets (Bristol-Myers Co Ltd, Stamford House, Station Road, Langley, Bucks).

Country Lover sun tan lotion

Country Lover sun tan lotion (140cc, £0.55) containing the screening agent Anerscreen P, extracts of cucumber and camomile, and insect repellent, is being introduced in a plastic bottle. Jackel will be showing their 1976 spring ranges at the Royal Scot Hotel, Edinburgh, from March 9-11 (J.N. toiletries division, Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland).

Sundries

Handbag case for hard lenses

Barnes-Hind have introduced a hard contact lens handbag case (£1.30). The mirror, fitted in its lid, will help with fitting and removing lenses, and the Dispos-a-kit hard lens carrying case is of similar design to those supplied with each bottle of Barnes-Hind Soquette, One solution and Contacare. Each case comes with a sample bottle of wetting solution and is available in red, mustard, or black (Barnes-Hind Ltd, Holbrook Street, Swindon, Wilts).

Use of Keranail

Keranail, the new Woltz Italiana application designed to maintain moisture in nail keratin (*C&D*, February 14, p198) should be used morning or evening for six consecutive days initially [corrected note].

Clairol conditioners

Clairol are launching Natural Balance conditioners in three varieties; pink for dry or brittle hair, green for fine or fly-away hair and yellow for greasy hair (sachets £0.10 and bottles £0.44) after "extensive research has shown 40 per cent of women use hair conditioner and one in two between 16 and 24 use one regularly".

Over the launch period 15 magazines for young people, including *Honey*, 19 and *Look Now*, will be carrying full-colour one and a half-page advertisements headed "put back the natural balance living takes out of your hair". It is estimated 88 per cent of the 16-24 target group will see this 11 times.

Bristol-Myers' £260,000 launching campaign will include the following promo-

Prescription specialities

BREOPRIN tablets

Manufacturer Izal Pharmaceuticals, Surbiton, Surrey KT6 4PH

Description White tablet 15.9mm long and 7.5mm wide containing 648mg micro-encapsulated aspirin, scored one side and marked with hourglass shape on other

Indications etc As aspirin preparations

Dosage One or two every eight hours. Maximum six in 24 hours

Storage Protect from moisture in well-closed containers

Packs 100 tablets (£1.80 trade)

Issued March 1976

OPTICROM eye drops

Manufacturer Fisons Ltd, pharmaceutical division, Derby Road, Loughborough

Description Clear, colourless, aqueous solution of sodium cromoglycate 2 per cent w/v with benzalkonium chloride 0.01 per cent w/v, 2-phenylethanol 0.4 per cent w/v

Indications Treatment of vernal keratoconjunctivitis (vernal or spring catarrh)

Contraindications Hypersensitivity to benzalkonium chloride

Method of use One or two drops into each eye four times daily

Precautions Discard remaining contents four weeks after removing the bottle from its wrapping

Side effects Transient stinging may occur in some patients

Storage Below 30°C

Packs 10ml bottle (£3.42)

Supply restrictions Interim prescription only order

Issued March 1976

on TV next week

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island

Anadin: All areas

Atrix: A, U, B

Askit powders: Sc, G

Baby Ribena: Lc

Bisks: M, WW, So, A, U, We

Cream Silk: All except U, E

Denclen: M, Lc, NE, Y

Elnett: All areas

Harmony hairspray: All except U, E

J-cloths: Ln, So, A

Johnsons baby powder: All except E

Maybelline lipstick: M, Lc, Y, Sc, WW, So, NE, A, We

Nivea: All areas

Nulon: All except E

Poise: M, Lc, Sc, WW, So, A, U, We, B, G, CI

SR toothpaste: All except U, E

Three Wishes soap: All except U, E

Vichy skin care: M

SH:TA136



Histryl

'SPANSULE' CAPSULES

offer a good deal for your customers and for you!

Low outlay

Special introductory offer (while stocks last)
24 cartons charged as only 20
—ONLY £8.00 (excluding VAT) per outer of 24

High profit

Retail Price—65p per carton (including VAT)
Profit per outer—£6.40
i.e. over 26½p per pack
(44% on selling price)



Available through your local wholesaler, or contact your SK&F or Vestric representative for further details.

'Histryl' (diphenylpyraline hydrochloride) and 'Spansule' are trade marks.

SK & F Smith Kline & French Laboratories Limited
Welwyn Garden City, Hertfordshire AL7 1EY

Trade News

New look for Fresh & Dry

The Fresh & Dry aerosol antiperspirant-deodorant range is being relaunched with the addition of Daybreak "a new variant with a fragrance with proven universal appeal", a new extra-quick-drying formulation, and redesigned packs to create greater shelf impact.

Bristol-Myers Co Ltd, Station Road, Langley, Slough SL3 6EB, say that while the existing Fresh & Dry fragrances have proved popular, they are very personal. The introduction of Daybreak provides a fragrance with appeal to a wide cross-section of the market. The new "super-dry" spray formulation is said to have already proved successful in other countries, including the USA.

The relaunch is being supported by a £483,000 promotional budget including national television, trade deals, point-of-sale material and consumer competitions. A further series of television commercials will extend over the peak buying months.

New retail price structure is as follows: original, herbal, alpine 130g £0.55; original, herbal, alpine, Daybreak, light powder 190g £0.67; original, herbal, alpine, light powder 250g £0.79. For the launch period only, Daybreak is available in 60-g trial size to sell at £0.17.

Steradent relaunched with new freshener

Steradent is being relaunched with reformulated powder and tablets to give more effective denture cleaning and "extra minty flavour ingredients" for a fresher taste. Packs have been redesigned with "easy to hold" plastic bottles and "extra freshness" flashed on all tubes and bottles.

The first burst of national television coverage is from March to May. Reckitt Products, Reckitt House, Stoneferry Road, Hull HU8 8DD, say Steradent will be spending more money than ever before on television and will be going into a range of women's magazines with full page colour advertisements for the first time. A further television advertising boost will start in the autumn. A free advice bureau offers to answer readers' denture problems.

The company estimate that 45 per cent of the adult population of the UK wear full or partial dentures with Steradent responsible for three-quarters of the denture-cleaner market.



Poly competition

Flashed packs of Polytint, Polyblonde, Polyfair and Polyglow contain entry forms for a competition and are backed by merchandising material and a unit with limited shade range. Ten first prizes—ladies' 9 carat gold watches on gold bracelets—and 5,000 second prizes—hair-styling brushes worth £1.77—are the incentives to enter and a launch bonus accompanies the full promotional package, available from Richard Hudnut Ltd, Chestnut Avenue, Eastleigh, Hants.

Albion soap questions and answers

Milk and sulphur skin soap will be appearing in 19 journals from April to the end of June. Albion Soap Co Ltd, 77 Station Road, Hampton, Middlesex, are concentrating on women's interest and teenage readership. Six different advertisements, on a theme of questions and answers about spot and pimple treatment, will have "back-up" mention in *Woman* and *Woman & Home* columns, and further advertising is scheduled for later in the year.

Junior Disprin packaging change

Junior Disprin is changing its traditional small, square pack for a larger, oblong one, with about twice the face area. Reckitt & Colman pharmaceutical division, Dansom Lane, Hull HU8 7DS, believe the change will add to the pack's shelf-display impact and will also make it less easy to pilfer. The pink and blue design is unchanged and the new pack will still contain 24 white tablets, individually protected by child-resistant aluminium foil.

Silicone fluid for cosmetics

A new silicone volatile fluid for use in a wide range of cosmetic and personal product formulations has been introduced by Dow Corning Ltd, Reading Bridge House, Reading, Berks RG1 8PW. Available in 440-pound containers, Dow Corning 344 fluid is soluble in most dry alcohols and aliphatic/aromatic solvents, is easily emulsified in water-based systems, is compatible with most cosmetic ingredients and provides a light silky feel on hair and skin.

Gumption on television

From March 19 television advertising for liquid Gumption will be covering Harlech and Westward, and from March 26, extended to Midlands and Scotland, in the second phase of a "grime buster" campaign, running until the end of May. LR/Sanitas Ltd, Sanitas House, Stockwell Green, London SW9, say they have the "fastest selling brand amongst cream scourers, the

only sector in the household cleanser market to show real growth", and that kitchen cleanser, launched in 1975, already accounts for a quarter of liquid Gumption sales.

Us offered at Mecca ballrooms

Free Us hairspray for a year, six months or three, are prizes being offered by Johnson Wax Ltd, personal care division, Frimley Green, Camberley, Surrey. Free samples are also being given away in the "slogan" competition, which can be entered any evening at the following Mecca ballrooms: Tiffanys in Liverpool, Southport and Wigan, the Ritz, Manchester, the Golden Palms, Blackburn, and Palais, Bolton. The winners will be picked on March 13.

Kleenex colour packs

Kleenex Bright and Beautiful packs are now colour combinations of brown with yellow or blue with pink, and soft white tissue packs offer the consumer choice of moss green or chocolate brown. Pack designs are unchanged and outers will contain equal quantities of each colour. Kimberly-Clark Ltd, Larkfield, Nr Maidstone, Kent, anticipate a sales boost from packs that will "blend with today's colour schemes in the home".

Bigger Co-op shampoo

The Co-operative Wholesale Society is launching a 350cc "family" shampoo in normal and medicated varieties (£0.21). The Society claims special low-irritant qualities which have been extensively tested by the consumer and laboratories of CWS. They say: "While the shampoo market through grocers is fairly static, the launch of these new economy shampoos should quickly boost the Co-op share of the market".

Dylon offer advice

Dylon's resident expert, Annette Stevens, Dylon International Ltd, Lower Sydenham, London SE26 offers guidance, including free leaflets, on tie-dye and batik to contestants in the National Association of Youth Clubs competition for creative design.

Fastidia offer

Two packs of Fastidia mini-pads are being banded together and flashed "10p off usual price". Lilia-White (Sales) Ltd, Alum Rock Road, Birmingham B8 3DZ, claim sales have increased 30 per cent following the repackaging at the end of 1975.

More Trade News on p345

New packs for Fresh & Dry and Steradent (see above)



Eversun goes from strength to strength!

When we first launched Eversun, we promised you—and your customers—a sun protection product that really works. In a unique and different way: within the skin, not just on it.

Living up to that promise has led to increasing success for Eversun in this competitive market. Sales in 1975 were more than double those in the previous year.

And this year looks like being even better. Especially now that we've increased the product range.

Giving you more ways to sell more Eversun this summer. And enjoy even sunnier profits.

NEW STRENGTH 5 MAGNUM SIZE!

This family-size flask has already met with great success on the Continent. Where, far from encroaching on sales of the existing packs, it has contributed towards a 20% overall increase in demand.

NEW EVERSUN AFTERSUN BALM!

A natural addition to the range, Eversun Aftersun Balm conditions the skin after sunbathing, keeping it soft and supple. And preparing it for another day in the sun.

NEW LIP PROTECTION STICK!

For use on highly sensitive areas such as the lips and nose. Introduced last year on a trial basis, its ready acceptance has led us to make greater quantities available this year.


NEW ADVERTISING CAMPAIGN!

Eversun will again be supported by large colour spaces in national women's magazines. Backed by impressive display material designed to fit your shelves and counters.


EVER SUN
For people who plan to tan.



Eversun is another quality product from the Cosmetic Division of Roche Products Ltd.
Sole UK Distributors: Thomas Christy Ltd., North Lane, Aldershot, Hants.



IF THEY CAN'T FIND IT, THEY CAN'T BUY IT.

We're running a national campaign in women's press to sell your customers on Endocil.

So when they come in your shop, they'll be ready to buy it.
All they need is a reminder.

Just get one of our special Endocil display stands and put it in a prominent position.

That way we'll do all the selling and they'll do all the buying.

All you have to do is take the profits.



Trade news

Continued from p342

Agfa 'professional' distributors

Agfa-Gevaert Ltd, Great West Road, Brentford, Middlesex, have appointed a number of distributorships for professional photographic products.

The company say the 11 professional distributors carry stocks of most of the popular lines, and if any item is required in a great hurry, it may be quicker to approach one of them. Details of the distributors are given with Agfa's new professional photographic products price list issued this month by the company's professional sales department.

□ The telephone number of Agfa-Gevaert's processing laboratories at Wimbledon is now 01-543 1121.

Dr White's 20's packs launched

Lilia-White (Sales) Ltd are introducing a new Dr White's economy pack of 20 for sizes 1 (£0.51) and 2 (£0.55). Both 20's and 10's packs are flashed with "Free coupons off six purchases of Dr White's—total value 40p—see inside for details." An insert leaflet explains that, by sending in two pack fronts from 10's offer packs plus one other Dr White's pack front, or

one pack front from 20's offer packs plus one other pack front, the consumer will receive a book of six Dr White's coupons—two worth 5p, two worth 7p and two worth 8p—total value 40p. The coupon book also includes two special offers—£6.50 off a Tefal Super pressure cooker (which retails up to £12.25) and £3.49 off an Osman beach towel until June 30, 1977.

The promotion is supported by a range of point of sale material including window stickers and "shopper stoppers" and there will be consumer advertising in all major women's magazines. Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8, say the 40p offer is the heaviest consumer inducement ever mounted on the brand.

Magazine insertions

Max Factor Ltd, 16 Old Bond Street, London W1, are supporting California nail polish with single-page colour insertions in *Honey*, *19*, *Hi!*, *Over 21*, *Annabel*, *She*, *Look Now*, and *Woman's Own*, during April and May.

More eye colours

Two new "subtly toning" colour-matched eye shadows and highlighters combinations in the Maybelline Shade 'n Shine collection will be available for sale in May—chocolate and honey frost and jade with green pearl. Plough (UK) Ltd, Penarth Street, London SE15 1TR, say the colours will complement new fashion shades.

Portia lines repackaged

Many of the Portia manicure and sundry lines are being packed individually on bright textured orange cards retained by a clear skin. Literature on the new range



and details of the 1976 toilet holdalls are available from Solport Brothers Ltd, Portia House, Goring Street, Goring-by-Sea, Worthing, West Sussex BN12 5AD.

Sangers promotions

Sangers March promotions include 7½ per cent discount on Scholl sandals and hosiery and ten per cent discount on 112g foot-spray and rough skin remover. Johnson & Johnson baby shampoo and oil are offered at special prices, with a "sounds of spring" competition for audio equipment worth £400. Details from local branches.

Apocaire promotions for March include Alberto Balsam shampoo, Amami conditioner, Wilkinson Bonded razor kit and blades (5's), Camay bath soap, Crest, Elnett, Efferdent, Johnsons baby oil and shampoo, Kotex Simplicity and Sylphs, Kleenex Boutique, Palmolive shave cream, Paddi-pads, Radox Shaverfresh, Aphrodisia 33.

CHESEBROUGH-POND'S AND THE MILLION DOLLAR HITS.



Altogether, there are 12 world-famous pop names on the Million Dollar Hits disc that will sell Vaseline® Shampoo and Hairspray.

This super big LP promotion starts on March 1 and it's BIG news.

£8 rise in retention fee proposed by Council

The Council of the Pharmaceutical Society of Northern Ireland has adopted a recommendation that the annual retention fee be increased from £12 to £20.

The recommendation, from the Finance Committee, was explained to the Council's meeting last month by the president, Mr T. G. Eakin, in the absence of the Committee's chairman. Mr Eakin said the increase in the Society's expenses over the next three years had been projected before the amount of the fee was decided. He drew attention to the fact that if Northern Pharmacies Ltd had not repaid certain expenses last year the Society would have suffered a loss.

The secretary, Mr W. Gorman, said he had spoken to Mr D. Lewis, secretary and registrar of the Pharmaceutical Society of Great Britain, about the professional indemnity insurance arranged by his Society for hospital pharmacists. The underwriters were not prepared to offer a similar policy to the Northern Ireland Society but at Mr Lewis's request had extended the Great Britain Society's policy to include members of the Northern Ireland Society who were employed in the hospital service. Mr Eakin said they greatly appreciated the assistance given by Mr Lewis and the members of his staff and Mr Gorman was instructed to convey the Council's thanks to Mr Lewis.

Students' symposium

A letter from the Society of Pharmacy Students was read thanking the Council for their financial assistance in promoting the symposium "Alcohol in society". Mr Eakin said it was a most successful meeting with an attendance of well over two hundred, with almost everyone staying on after the coffee break to hear the discussion. Professor P. F. D'Arcy said the Students' Society was already discussing next year's symposium for which the subject might be the "pill". Mr Eakin said he was much impressed by the excellent organisation of the afternoon and the manner in which Miss McCollum, chairman, had carried out her duties.

The Northern Ireland Veterinary Association had accepted the Council's invitation for a meeting of representatives of the two professions. Mr Gorman said he received a telephone message suggesting the meeting be held on March 10. The date was agreed and Mr Eakin, Miss M. J. Watson and Messrs R. S. Adair, G. M. Armstrong and W. J. Bolon were appointed to represent the Society.

The Department of Health had asked for four nominations for the Central Pharmaceutical Advisory Committee. The retiring members were Miss Watson and Messrs W. H. Boyd, T. R. Lowther, and G. E. McIlhagger; it was pointed out that Mr Lowther, as area pharmaceutical officer for

the Eastern Health Board was now an ex-officio member of the Committee. It was agreed to nominate Miss Watson and Messrs Bolon, J. Chambers, Boyd and McIlhagger.

A letter from the Department sought the Society's views on proposals to make oral contraceptives more freely available. A working group, set up in Great Britain by the Central Health Services Council, the Committee on Safety of Medicines and the Medicines Commission, was considering proposals to allow oral contraceptives to be available: on prescription written by suitably trained state registered nurses, midwives and health visitors rather than a doctor; on sale over the counter from retail pharmacies; or generally more widely available and in what manner.

Professor D'Arcy said he thought the suggestions took no account of the safety of those taking such drugs, two brands of which had recently been withdrawn. When taken with other drugs the efficacy of an oral contraceptive could be reduced. He understood that the Committee on the Safety of Medicines was presently considering reports about drug interactions involving oral contraceptives which might be more dangerous than presently thought, but in any case each patient taking such a drug should have a regular medical check. Mr J. Kerr said oral contraceptives were now available at family planning clinics and he did not consider the existing system should be extended. Mr Armstrong said the proposals seemed to overlook the fact that very potent substances were involved.

It was agreed that a reply be sent stating that the Council was opposed to any relaxation of the existing law on the prescribing of oral contraceptives and it would be

pleased to give its views on any suggestions the working party received.

An application from Keith Anthony Isaacs, 30B Fontenroy Road, London SW12, for registration as a pharmaceutical chemist in Northern Ireland under the reciprocal agreement between the Great Britain and Northern Ireland Societies was granted.

Mr Bolon reported that a meeting of the Mid and East Antrim District Branch had been held in Ballymena on February 10 and sponsored by Roche Products Ltd. There was an attendance of 25 members and it was encouraging that 17 members sent apologies for absence; the attendance of the president was much appreciated. The following had been elected to office: chairman, Mr W. H. V. Dalzell, vice-chairman, Dr W. Woodside, secretary, Mr W. J. Bolon, treasurer, Mr J. McCoubrey. The following Committee members had been appointed: Miss L. M. McCann and Messrs G. M. Armstrong, A. Robinson and S. J. Smyth. It was hoped to have another sponsored meeting shortly and to have a social evening in aid of the Benevolent Fund before the end of May.

Album of photographs

Mr W. T. Hunter reported that the available photographs of the past-presidents had all been copied for inclusion in a special album that was being prepared. Arrangements were being made for the more recent past-presidents to have photographs taken for inclusion in the album. Reports from the Finance, Education and Law Committees were adopted.

Reporting on a meeting of the Public Relations Committee, Mr T. I. O'Rourke said it was hoped to hold a Press conference on the morning of March 25, when copies of the history of the Society over the past fifty years would be available. It was hoped that representatives of the three main Northern Ireland papers, the BBC and Ulster Television would attend. Suitable stands for the exhibition were being sought from some pharmaceutical manufacturing companies and the ladies were being asked to assist in providing refreshments for the Press conference and the two presidents' "at homes" on March 29 and April 2.

Retailers given guidance on handling garden chemicals

A card to give guidance to retailers on how to handle, package, label and display garden chemicals is currently being distributed to dealers by the British Agrochemicals Association.

The 8½ x 11½ card—"Principles of handling of garden products at retail level"—has been produced by the Garden Products Committee of the Association, Alembic House, 93 Albert Embankment, London SE1 7TU, and already some 40,000 copies have been circulated to wholesalers and retailers. It emphasises that garden products are rigorously tested and undergo an independent assessment under the Government's Pesticides Safety Precautions Scheme before they can be marketed.

Other points in the guide include the labelling requirements for where larger packs are broken down into smaller packs by the retailer, and the recommendation that garden chemicals should always be

displayed or stored in a separate area away from foodstuffs—and that it is also desirable that weedkillers be stored away from other garden products. The guide concludes: "In the past it was considered that expert advice was needed by purchasers of garden chemicals for specific jobs. This is no longer the case with leading branded goods. In general, the package clearly indicates the area of usage, making it relatively easy for the customer to select the product suited to his needs."

The Association, which represents manufacturers, emphasises the importance of a user reading a label, and hopes that the guidance to the trade will help to get the message across. It has also produced a directory of pesticides (£3), two booklets "Why feed pests?" and "Crop protection and world crops" (£0.10 each), and leaflets on the safety of new pesticides in the environment and its code of conduct (free).

Delrosa. Last year's best seller, this year's best saver.



Last year's best seller

In 1975 Delrosa was one of the few baby products to show a significant rise in volume sales.

This year, it's going to do even better.



Delrosa Baby Savers 1976

All through '76, Delrosa will be backed by a total promotional plan.

We're offering a range of baby items at incredibly low prices.

So Delrosa will become even more popular with Mums.

Non-stop advertising and sales promotion

Baby Savers will be featured on pack labels throughout the year.

1 million Baby Saver catalogues will be distributed to Mums.

Plus, there's advertising in major women's magazines, high quality displays and heavyweight public relations activity.

Baby Savers means better sales

Every redemption means more Delrosa sales. So stock up now.

And you've got a best seller for 1976.



SterlingHealth

Family products you can trust.

*baby
savers*

Letters

Supplying addicts: more pharmacists' practical experience

I cannot let your Comment "Addicts' need" (February 21) pass without reply.

My father and I run a family business of two pharmacies, now established for forty years. When we were first approached by clinics about supplying addicts, we agreed to do so. I was very much against it and sadly my reasons for being so were proved only too right.

We started two years ago with about ten addicts, and the most we had at any one time was fifteen—not many, but they made plenty of work and paper work. Some were pleasant and clean, but some so filthy we had to use air fresheners after they had called.

Right from the start each new addict tried the same old story—"I've dropped my ampoules" or "I've dropped my tablets in a puddle". Knowing the tale for what it was we would not supply more drugs, but within half an hour the clinic would phone to say "give him an extra supply and we will send on a prescription".

Clinic: said 'Don't interfere'

One addict, on three separate occasions, told his clinic he needed a week's supply in advance as he would be visiting his mother in Scotland. We knew that his mother lived around the corner, and was not in Scotland, and we saw him every day of that week. We informed the clinic of this and were told not to interfere. Two other addicts, both on social security, used to keep taxis running outside the shop while they collected their supply.

The break-ins started quite early. In all, between the two premises we had ten in eighteen months. This was in spite of the fact that each premises was turned into a "minifortress" with metal plates on back doors, burglar bars on front doors, side windows and fanlights, locks and bolts, and people living in the flats over the shops. One of the tenants was coshed with an iron bar when investigating a noise inside the shop—on a Sunday afternoon in broad daylight.

The climax was reached three days after the new drugs cabinet had been installed. The shop was broken into, considerable mess and damage caused and the new cabinet peeled open like a tin of sardines. The crime prevention officer, who called later, admitted that the only way we could have been more secure would have been to have built four solid walls with no doors or windows.

At about the same time a local resident made comments in the local newspaper after he had seen one of "our" addicts forcibly using a syringe on a girl in the stairwell of the flats he lived in. After this many customers admitted that they would not come to the shop when we first opened in the morning because of the drug addicts and their hangers-on who were outside the

shop. To take Mrs French-Hodges points in order:

1. We discriminated against addicts, in the end, in the same way that a publican would against a drunk. We put our other customers first, especially those who had been using our shop since it had opened in 1936. The strain of opening up the premises every morning fearing a break-in, or getting a late-night phone call, was getting unbearable. When break-ins did occur, the mess and extra work was heart breaking.

2. We were always as helpful as we could be but were disillusioned by the attitude of the addicts that we "owed it to them", and by the clinics' seeming gullibility. The impression we got over the eighteen months we persevered was that any addict could have anything he wanted—and this was more drugs. Only one addict made any effort to reduce his intake, and that was from eleven to ten heroin tablets daily. Only two addicts came off drugs and that was because they were sent to prison. Ten days after release they were back on drugs.

My father, always very aware of his responsibilities as a pharmacist, agreed with me that we would have been wiser never to have started supplying drug addicts and was very disillusioned with the whole affair. Surely it is no coincidence that since we stopped supplying drug addicts we have not had a single break-in.

There was an unforeseen consequence to our ending this supply. The local newspaper did a follow-up on their original

report, saying that we would no longer be supplying drug addicts, and would not be keeping drugs such as they might need on the premises. Now a number of people have told us that they thought that meant all dispensing, and they have been taking their NHS prescriptions elsewhere for several months.

My own comment is that, yes we do have a responsibility but in my opinion it is to the communities around each pharmacy.

This is an account of our experience in supplying drug addicts. I'm sure it has been shared by many others.

J. M. Levesconte
London SW14

Sense of achievement

Perhaps it will help readers of your Comment in the issue of February 21 to hear of the experience of someone else who has dispensed prescriptions for an addict. For me personally, the most pleasing and encouraging feature was to see the extent to which this addict is stabilised and normal; and I felt that I was helping to keep him that way.

I admit that it would be an exceptional person who did not find the prospect of the work involved rather daunting. Handing out small quantities every day, for which the compulsory records have to be made, is not everyone's idea of enjoyment. It would be more acceptable to more pharmacists if supplies could be dispensed twice weekly, but it is possible that not all addicts are sufficiently stabilised for this to be done.

In spite of the snags and drawbacks, I find helping an addict to return to normal life and to recover some self-respect and some sense of achievement is worthwhile, and I hope that this brief account of my own experience will encourage others to undertake this specialised type of dispensing if asked to do so.

Stanley Durham
Sheffield

ROMA maintains its earlier viewpoint

C&D invited ROMA—the rehabilitation centre for addicts of which Mrs French-Hodges is deputy director—to reply to both Mr Levesconte's letter and that from Mr J. F. Reynolds published last week (p307). They write:

We thank you for the opportunity of replying to the letters of John F. Reynolds and J. M. Levesconte. Both have obviously made sincere efforts to help addicts and we do not want to overlook or minimise their goodwill. We do want, however, to discuss their views.

Neither of their letters takes our first point much further. We assert that chemists discriminate against a group and ask why group discrimination is upheld in this case, especially since addicts have a legal right to their drugs? Chemists do not, as Mr Levesconte states, discriminate "against addicts in the same way that a publican would against a drunk" for he also states that some addicts "were pleasant and clean". Ultimately he refused to serve any addict. A publican, however, does not refuse to serve "pleasant and clean" drinkers. Mr Reynolds asserts that chemists are not required to participate in

the arrangement for dispensing for addicts. The question we asked was, "Why not?" His answer is, it would "smack of bureaucracy". There is so much bureaucracy in the lives of chemists that he needs to explain why he feels they should man the ramparts against this very minor extension of it.

We have spoken to many chemists who give reasons for refusing to serve addicts similar to those of your correspondents. On the other hand, chemists all over London serve them and survive. Since they survive with more addicts on their books than Mr Reynolds' company or Mr Levesconte's family firm, why cannot others?

We cannot support the accusations, particularly of Mr Levesconte, that clinics are easily taken in by statements that addicts have dropped their ampoules, are going on holiday, etc, or that their prescribing habits are unsatisfactory. In all our experience, we know of only one occasion when ampoules were replaced. We have seen ampoules dropped in front of our eyes and the most a clinic has

Continued on p351

ARMOUR-DIAL (G.B.) LTD. ANNOUNCE THE NEW LOOK BURLEY.

The Burley range of mens' toiletry products has been given a totally new look. A look of quality, a look of luxury and a new strong brand identity.

A consumer competition offering a 1275 Mini G.T. in Burley brown as first prize, backed with a National full colour advertising campaign this Spring will ensure consumer interest.

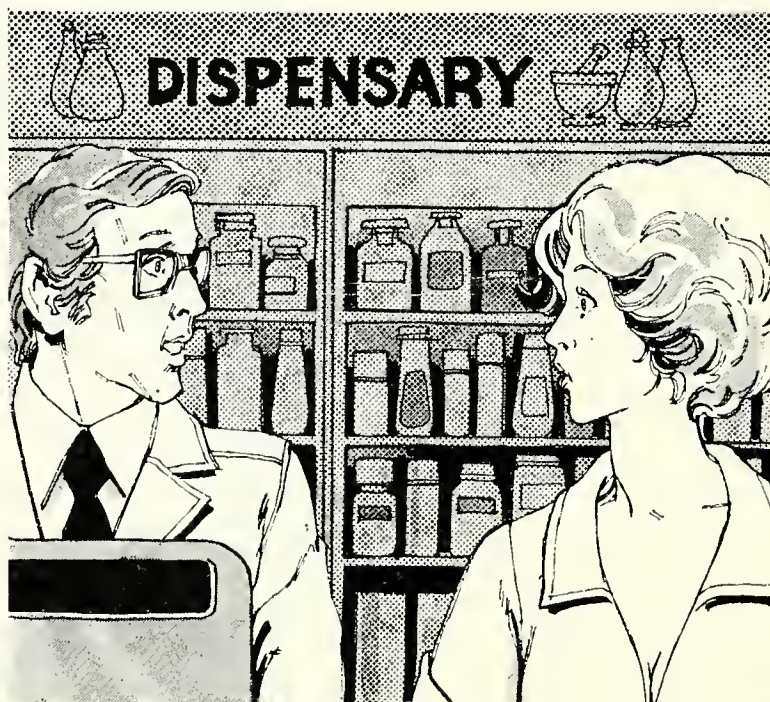
Plus a "Money-off" promotion on selected products maintaining trade margins.

The new look Burley will give a new look to mens' toiletries and your profits.



Armour-Dial (G.B.) Ltd., Hampden Park, Eastbourne,
East Sussex BN22 9AG. Tel. (0323) 21422.

Are you getting into throwaway pantees?



More people than ever will be getting into Undercover throwaway pantees during 1976 and our consumer advertising campaign throughout the summer will convince you of its growing success.

The attractive, easy-on-the-shelf pack contains four

well-styled comfortable pantees specially designed for menstrual time and perfect for holidays.

Make sure of your share of this fast growing market by contacting your local wholesaler or direct from the manufacturers.

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Undercover
Throwaway Pantees

Wear today – gone tomorrow.



Some of our wholesalers :-

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Eastern Wholesale Chemists Ltd.
James Harcastle & Co. Ltd.
H.B. Dorling Ltd.
Hugh Reynolds Ltd.
L. Rowland & Co. Ltd.
Sangers Ltd.
A.V. Sorge Ltd.
Unichem Ltd.
Vestric Ltd. (selected branches)
Wholesale Sundries (Cheshire) Ltd.
F. Widocks & Co. Ltd.
Available in medium and large sizes.
Also Undercover for men

Letters

Continued from p348

agreed to do is to give the addict linctus in their premises, if he shows signs of withdrawal. In our experience this is universal practice.

We want, too, to make the following points:

1. If all chemists were bound to serve addicts, on the law of averages about every twentieth chemist would have one or two addicts—not knowing how many chemists there are in the Metropolitan area we cannot be more precise than that. In that case, no chemist would carry enough "dangerous drugs" to warrant a break-in. No chemist would have more than the occasional unacceptable addict whom he could refuse to serve as the publican refuses the occasional drunk. The aggressive addict would then have the choice of mending his ways or finding it impossible to find a chemist willing to dispense his drugs.

2. At present we are housing 58 addicts,

30 in self-contained flats, 28 in hostels. We have housed over 200 and in addition have interviewed another 100. One or two stank. (When a society lady said to Doctor Johnson, who never took a bath, "Doctor, you smell", he replied, "Madam, you smell, I stink"). We live with them but we've never had to use air fresheners and we doubt whether the drug dispensary units have had to either. With all the obtrusive smells in the chemist's shop, why should exception be taken to this occasional smell? Smokers, please note: stale tobacco can be as offensive as stale breath.

3. If a bank has break-ins, hold-ups, etc, because it carries its customers' money, it does not refuse to continue to carry their money. If chemists suffer in the same way because they carry their customers' drugs, why do they refuse to continue carrying them? Is there any evidence that their customers did the break-in? If not, why are "the innocent" (repeat, "the innocent") punished?

Chemists could maintain that if the Government provides a scheme to supply addicts with their drugs, the Government should make special provision to implement it. It would make sense if chemists as a group put the onus on to the Government. The present system seems unfair not only to the "pleasant and clean" addict but also to the occasional and exceptional chemist who will dispense. His colleagues may say, "but he does not have to" but,

if he, like they, refused would the drug problem remain relatively small in England? Is it fair within the profession to place the whole of this burden on a few willing horses?

Invitation to London golfers

Golfers in the London area may be interested in an extract from *Golf Illustrated* dated May 20, 1927, which shows that the London Chemist Golfing Society contributed five guineas—more than a manager's wage in those days—towards the £3,000 fund for sending British professionals to America to compete in the United States Open Championship and the Ryder Cup!

The Society was inaugurated as far back as 1909, and today's Committee is anxious to increase its membership. Those interested should contact Mr David Savoury, secretary, c/o Macarthy's, Chesham House, Romford, or 23 Charlton Place, Islington Green, London N1.

Terry Loveridge
Committee member
London Chemist Golfing Society

Stop 'safety' closures

Is there any hope of halting this headlong rush into the use of child resistant containers before more lives are sacrificed?

I am not being alarmist. Most pharmacists in general practice have tried various types of child resistant containers, and the objections raised are very serious indeed. The fact that we become involved in lengthy explanations, and are faced with requests, sometimes despairing requests, to "Put the tablets into an ordinary bottle—I can't manage those", is not the most important aspect. The greater risk is that the majority of elderly people will transfer the tablets to unlabelled, or wrongly labelled containers.

Many social workers with whom I have discussed this subject are appalled at the danger to which elderly people are subjected. In about 100 per cent of the houses of older citizens tablets are in unlabelled or wrongly labelled bottles, or mixed, two or three kinds in one bottle.

The risk to young children is infinitely smaller, and, let us be practical, the responsibility must rest firmly on the shoulders of the parents. It is their duty, not merely to keep all medicine in a safe place (there is *no* place safe from an intelligent child) but to teach their children not to open tablet bottles.

This is the only way by which children's lives may be saved without sacrificing a far greater number of other lives.

C. R. Thewlis
Middlesbrough
Cleveland

Self-inking stamps

In the *C&D* (February 28, p313) an advertisement by David Fleming for self-inking stamps showed my company's name in association with the title "pharmacist". Such a situation would be clearly contrary to pharmacy law. In fact, the stamp which we do use carries the legend "Bannerman's Pharmacy".

J. P. Bannerman
President
Pharmaceutical Society of Great Britain

Poor conditions led to contamination

Pseudomonas aeruginosa has been isolated from 9 per cent of preparations in eight hospital pharmacies, according to a report in last week's *British Medical Journal*.

Dr Rosamund Baird, principal pharmacist, Dr R. A. Shoster, professor of medical microbiology, and Dr W. R. L. Brown, formerly of St Bartholomew's Hospital, London, examined pharmacy environments at intervals over two and a half years. The organism was frequently isolated from cleaning equipment which had been stored wet and in moist sites such as sinks, draining boards and taps. When 499 preparations were examined, *Ps aeruginosa* was isolated from 30 creams (10 different types), 15 disinfectants (three types) and one lotion, but not from 86 mixtures or 38 ointments.

While suggesting that too many preparations were leaving the pharmacy containing pseudomonads, the authors believe further contamination occurred on the wards. But they blame badly-lit pharmacies, partially housed in basements and in a poor state of repair, cleaning staff shortages, cracked sinks, wooden draining boards, mops left overnight in water, and rubber tubing on taps as causing particular problems. "At one stage when we believed we had eliminated *Ps aeruginosa* from the pharmacy . . . we found it in the pharmacy's distilled water supply."

A study of 127 elderly patients, reported in the same issue, revealed that two had been given repeat prescriptions for digoxin for three and six years without recorded contact with the doctor. A further two patients, showing signs of digitalis toxicity, had not been reviewed for 10 and 13 months, others had been

receiving nitrazepam and cyclobarbitone for three and four years without review, and a woman with signs of phenylbutazone poisoning had not been seen by her doctor for three years.

Multiple sclerosis could have viral cause

US researchers have found that multiple sclerosis may be caused by a virus.

A leading article in *The Lancet* last week reports that Dr G. Henle and co-workers in Philadelphia, have found a factor in the brain of multiple sclerosis patients capable of producing a transient depression of polymorphonuclear neutrophils in mice. In 1972, Dr R. I. Carp, Institute for Research on Mental Retardation, New York, first reported similar results which could not be reproduced by other workers.

The brain factor appears to be a virus between poliomyelitis and influenza in size but its precise nature has yet to be determined. The effect in mice can be neutralised by the sera of multiple sclerosis patients but not by sera from normal people or those with other viral infections. Neutralising antibodies have also been found in sera of East Africans, where the disease is almost unknown, and the Philadelphia group suggest that exposure to the virus at an early age produces resistance with no illness whereas the outcome is more severe if infection is acquired later in life.

The Medical Research Council is mounting an intensive study in the UK to investigate these findings.

Company News

Dixons secure over 90 per cent of Weston shares

Dixons Photographic have now secured acceptances for 92½ per cent of Weston Pharmaceuticals share capital, a spokesman told *C&D* on Wednesday, and are to go ahead with an application for 100 per cent control under the terms of the Companies Act.

In an interview with *Financial Times* this week, Mr Stanley Kalms, chairman of Dixons, said none of Weston's 200 shops would be closed and the current personnel would be retained. The emphasis was to swing away from the traditional dispensing business to marketing—Mr Kalms estimated 50 per cent of Weston's business comes from prescriptions and the aim is to get this down to something like 15 per cent by adding lines "that will appeal to the female". Mr Kalms told *FT* there was "no rotten wood" to cut out at Weston's and the acquisition should "respond to gentle massage, rather than the axe and the loud hailer". The idea is to create a "mini-Boots" chain under the Weston's name to sell Dixons lines such as cameras, radios and calculators.

Warner-Lambert working on new lipid-lowering drug

Warner-Lambert Co are to apply for a UK clinical trial licence later this year for Lipantyl, a new lipid-lowering agent.

The drug, generic name proctofene, is taken twice daily to lower cholesterol and other fats in the blood. It is claimed by the company to be one of the most potent hypolipidaemics.

Warner-Lambert have announced record sales and earnings for 1975, with 11 per cent earnings increase on a 14 per cent sales gain. Sales exceeded \$2 billion for the first time in company history, reaching \$2,172m compared with \$1,911m in 1974. Net earnings were \$163m compared with \$147m during the previous year. Earnings per share increased 11 per cent to \$2.08. International sales were about \$950m, an increase of 16 per cent, while domestic sales were up 12 per cent—both reflecting gains in pharmaceutical, consumer and optical products.

Dental companies unite

"Forum 76", a programme of clinical meetings for the dental profession organised jointly by Knox Laboratories, Bayer UK Ltd and 3M Company, got under way in the North of England last week, with gatherings in Liverpool, Manchester, Sheffield and Nottingham. Further meetings will take place in Lincoln, Leicester, London and Essex this month. Each company showed its products and made a presentation about product development.

The Knox Laboratories presentation included the showing of their new



Mr Lawrie Hutchinson, clinical meetings executive of Knox Laboratories, discusses Oral-B tooth/gum brushes with a group of dental students the first Forum 76 meeting held in Liverpool

Oral-B/Eastman Dental Hospital film "The control of dental plaque". This film is available for loan to pharmaceutical audiences on application to Mrs P. M. Houghton, Knox Laboratories Ltd, The Firs, Whitchurch, Aylesbury, Bucks.

First half profit for Willows Francis

Group turnover of Willows Francis Ltd, at £1,048m, in the six months ended December 31, is £62,000 up compared to the same period the previous year, according to figures issued this week.

The group made a profit of £90,919 for the period, compared to an amended loss of £53,984 previously; the comparative 1974 figure having been amended to reflect changes in group accounting policies regarding deferred taxation and the discontinuance of depreciation on freehold properties. After taxation, net profit is £45,919 (£24,284 loss in 1974).

The directors have declared an interim ordinary dividend of 0.75p per share for the current year. They expect the net profit for the full year, before taxation and minority interests, to be about £180,000; based on that estimation, a final dividend of 2.0p per share will be recommended.

Joint venture to develop xylitol production

A joint venture company has been formed between the Finnish Sugar Co and F. Hoffman-La Roche and Co to develop the production of xylitol.

Researchers at the University of Turku, Finland, have shown that xylitol, a sugar alcohol, taken as chewing gum in addition to a normal sugar diet, can reduce the incidence of tooth decay (*C&D*, April 19, 1975, p523). Xylitol has been produced from birch wood by the Finnish Sugar Co since 1974, although an agreement was signed with Hoffman-La Roche in 1972 on co-operation in research and marketing. The new venture expands the existing co-operation. A spokesman for Roche

Products Ltd told *C&D* that UK marketing plans had not been finalised yet—it was not decided whether the new company would manufacture bulk supplies of specific products such as chewing gum.

Supplies of the Finnish Leiras brand of xylitol chewing gum are available from Kingsley & Keith (Fine Chemicals) Ltd.

Briefly

Trimster Co Ltd have moved to large premises at Portland Road, Dorking Surrey RH4 1EW.

Imperial Chemical Industries Ltd is to stop production of maleic anhydride in July because of world over-capacity.

United Glass Ltd more than doubled profits in the second half year ended December 20 at £4.01m compared to first half profits of £1.65m—a total of £5.65m for the year compared to £5.5m in the previous 12 months. Turnover rose from £72.2m to £87.2m.

NCR Ltd: Group turnover for 1975 was £71m, a rise of £5.5m over the 1974 figures. Exports were up £2m at £29m, but trading profit before exceptional costs was down £1.7m at £6.1m. Consolidated profit after tax was £1.4m compared to £3.8m in 1974.

Nicholas International's pre-tax profits for the six months to December 31 jumped by 114.7 per cent from \$A980,000 to \$A2.1m with sales advancing by 11.6 per cent to \$A49.87. Earnings by the British subsidiary **Aspro Nicholas** rose from £1.31m to £2.06m.

Sales of industrial and medical gasses and services by **BOC International Group** in the year ended September 30, 1975 were £214.5m, according to the company's annual report published last week. Total group sales were £87m up on the previous year at £490m yielding a pre-tax profit of £47.4m (£34.6m in 1974).

Appointments

M. W. Hardy & Co Ltd: Mr C. Keene has been appointed sales manager, pharmaceutical and fine chemical products, for the UK market.

Kimberly-Clark Ltd: Mr Richard Huckerby has been appointed group product manager responsible for the marketing of Kleenex and Delsey facial tissue brands.

J. Waterhouse & Co Ltd: Mr Thomas G. Reilly, MPS, has joined the company as director, filling the position left vacant by the sudden death of the late Mr Fred Calladine, MPS. Mr Reilly has had considerable manufacturing experience in the UK and abroad.

Irish Export Board: Mr Geoffrey Kelly is to assume marketing advisory responsibility for chemicals, pharmaceuticals, food, drink, tobacco, print and packaging. Based at Ireland House, 150 New Bond Street, London W1, he replaces Mr Bernard Royan who has taken up a new position with the Board in Paris. Mr Michael O'Neill has been appointed trade development manager for the North of England; based at Peter House, Oxford Street, Manchester, he succeeds Mr Brian O'Byrne who has moved to a position with the Board in Düsseldorf.

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Market News

Year began well

London, March 3: Trading in the past week has been extremely quiet and prices, where changed, have mainly drifted lower. Some dealers in crude drugs reported that for January and most of February business had been brisker than they anticipated. Seasonal items have been moving steadily and it seems that at last buyers were forced to replenish some of their stocks, particularly for the home market.

Lower in price on the week were Canada and Peru balsams, buchu, dandelion and henbane. In anticipation of new-crop supplies being available soon lemon peel began to ease. Dearer were podo-phyllum and Indian valerian. Some spices continued to ease. They included ginger and pepper. Turmeric was slightly firmer and, because of a tight supply position, defective nutmeg was marked up.

Among essential oils cinnamon leaf, petitgrain, clove leaf and Brazilian peppermint showed declines.

Pharmaceutical chemicals

Alotin: 50-kg lots £12.90 kg.
Aluminium chloride: Pure 50-kg lots, £0.8248 kg.
Ammonium bicarbonate: BPC £127.05 metric ton, ex works.
Benzocaine: BP in 50-kg lots, £4.49 kg.
Bismuth salts: £ per kg.

	under 50-kg	50-kg	250-kg
carbonate	9.18	8.95	8.90
salicylate	7.66	7.45	—
subgallate	8.13	7.90	—
subnitrate	8.33	8.10	8.05

Bromides: Crystal £ per metric ton

	Under 50-kg	50-kg	1,000-kg
Ammonium	1,040	885	830
Potassium*	960	810	775
Sodium	940	796	761

* Powder plus £40 kg

Calamine: BP £557 per 1,000 kg.
Calcium carbonate: BP light £120 metric ton.
Calcium gluconate: £957 per metric ton.
Calcium lactate: 250 kg lots £412 metric ton.
Calcium sodium lactate: £0.90½ kg in 50-kg lots.
Cantharadin: 100-g lots £0.75 per g.
Carbon tetrachloride: Technical in 4-ton lots £185.60 metric ton.
Chloral hydrate: 50-kg lots £1.00 kg.
Chloroform: BP from £337.50 metric ton in 280-kg drums to £405 in 35-kg drums, 2-litre bottles £1.61 each; anaesthetic £0.66 per 500 ml bottle.
Choline: (500-kg lots) bitartrate £1.99 kg, dihydrogen citrate £1.50.
Cinchocaine: Base (5-kg lots) £55.75 kg; hydrochloride £52.75.
Citric acid: BP granular hydrous per metric ton. Single deliveries £581. Anhydrous £624. Five-ton contracts £593 and £638 respectively.
Clioquinol: USP XII, 500-kg lots, £11.06 kg.
Cocaine: Alkaloid £396 kg; hydrochloride £361. Subject to Misuse of Drugs Regulations.
Dextromethorphan: £110 per kg in 5-kg lots.
Ether: Anaesthetic, BP 2-litre bottles £21.4 each; drums from £1.11 kg in 16-kg drums to £1.01 kg in 130-kg. Solvent, BP from £796 metric ton in 16-kg drums to £712 in 130-kg.
Glucose: (Per metric ton in 10 ton lots) monohydrate £178; anhydrous £410; liquid 43° Baumé £170 (5-drum lots); naked £144 (tanker 14 tons).
Glycerin: 1-5 ton lots £514 metric ton; 5-ton £511 ton, in 250-kg returnable drums.
Hydrogen peroxide: 35 per cent £200 metric ton.
Hyoscynamine: Sulphate £82.00 kg in 100-g lots.
Kaolin: BP natural £109.90 per 1,000 kg; light £114.90 ex-works in minimum 6-ton lots.
Narcotine: £25-kg lots alkaloid and hydrochloride £18.20 kg. Subject to Misuse of Drugs Regulations.
Opiates: (£ per kg) in 1-kg lots; subject to Misuse of Drugs Regulations—Codeine alkaloid £240.40-£359.60 as to maker; hydrochloride

£208.90; phosphate £183.40-£274. Diamorphine alkaloid £282.90; hydrochloride £258.60. Ethylmorphine hydrochloride £234.40-£349.60. Morphine alkaloid £264.70-£395; hydrochloride and sulphate £216.10-£323.

Paraffins: Liquid BP heavy £1,528 gal; light BPC £1.376 for 1-5 drum lots; technical white oils WA23 £1.269, WA21 £1.217. Petroleum jelly BP soft white £250.20; yellow BP from £190 to £240 as to grade and source.

Paracetamol: (Per kg) 50-ton contracts from £2.41; 10-ton £2.57; 1-ton £2.70. Premiums for direct compression £0.13 kg.

Penicillin: Potassium, sodium or procaine, sterile, £17.00-£19.00 per 1,000 Mu.

Pethidine hydrochloride: 10-kg lots £23.88 kg. Subject to Misuse of Drugs Regulations.

Phocodine: 1-kg £240.90-£378 as to maker. Subject to Misuse of Drugs Regulations.

Phosphoric acid: BP sg 1.750, £0.4373 kg in 10-drum lots.

Sodium benzoate: BP, 500-kg lots, £0.4598 kg

Sodium sulphite: Crystals £0.1578 kg in 50-kg lots.

Hypophosphites: £ per kg

	12½-kg	50-kg
Calcium	3.07	2.94
Iron	5.72	5.58
Magnesium	4.87	4.48
Manganese	6.12	5.72
Potassium	4.20	4.06
Sodium	3.48	3.14

Saccharin: BP in 250 kg lots £3.40 kg; sodium £3.10.

Sodium potassium tartrate: Granular £797 metric ton.

Tarlaric acid: About £705 per metric ton.

Crude drugs

Agar: Spanish-Portuguese £4.95 kg spot.
Balsams: (kg) **Canada:** £13.80 spot; £13.50, cif. for shipment. **Copaiba:** BPC £1.55 spot; £1.50, cif. **Peru:** £4.20 spot; £3.90, cif. **To:u:** £3.15 spot.
Benzoin: BP £66.00-£68.00 cwt spot; £61.00-£65.00, cif.
Buchu: Rounds £2.40 kg spot; £2.20, cif.
Dandelion: No spot; shipment £0.95 kg, cif.
Ginger: (ton, cif) **Cochin** £535, **Jamaican** spot £930, **Nigerian** split £410, **peeled** £540, **Sierra Leone** (March-May) £650.
Gums: **Acacia,** **Kordofan** cleaned sorts \$1,280,

fob, metric ton. **Karaya** No 2 faq £340 metric ton, cif. **Tragacanth** No 1 £555 spot per 50 kg.

Henbane: Niger £950 metric ton spot; £925, cif.

Honey: (per metric ton in 6-cwt drums, ex-ware house) **Australian** light amber £480, medium £460 **Canadian** £650; **Mexican** £490.

Lemon peel: Unextracted £1,050 metric ton spot £1,000, cif.

Lycpodium: Russian £4.60 kg, spot nominal; shipment £4.50, cif.

Nutmeg: (Per ton, cif) **East Indian** 80's £1,300 bwp £940, **West Indian** 80's £1,425, unassorted £1,170; defective £930.

Nux vomica: £210 metric ton spot.

Pepper: (ton) **Sarawak** black £790 spot; £720 cif; white £1,010, £920, cif.

Rhubarb: Chinese rounds 60% pinky £1.40 kg

Pimento: Mexican 2,300 US dollars ton, cif nominal.

Seeds: (metric ton, cif) **Anise:** China star forward £450. **Caraway:** Dutch £365. **Celery:** Indian £340. **Coriander:** Moroccan £270. **Cumin:** Indian £600; **Turkish** £520. **Dill:** Indian £170. **Fennel:** Indian new crop £315. **Fenugreek:** £115.

Senega: Canadian £11.00 kg spot; £10.60, cif.

Tonquin beans: Spot £0.95 kg; shipment £0.85 cif.

Turmeric: Madras finger £220 tcn, cif.

Valerian: Indian root £790 metric ton spot; shipment £720, cif.

Witchhazel leaves: Spot £2.10 kg; £2.00, cif.

Essential oils

Caraway: Imported £16.00 kg; English £24.00.

Cinnamon: Ceylon leaf spot £3.45 kg; forward £2.78, cif.

Clove: Madagascar leaf spot not quoted; forward French frs 23.00 kg, cif.

Coriander: Imported £18.00 kg spot. English distilled £26.50.

Dill: £15.50 kg in drum lots.

Fennel: Spanish sweet £9.50 kg spot.

Geranium: (kg) **Bourbon** £26.50 spot.

Peppermint: (kg) **Arvensis** Brazilian £3.65 spot; shipment £3.50, cif. **Chinese** £3.60 spot; £3.55, cif. **American** piperata £15.00-£20.00 as to source.

Petitgrain: £4.35 kg spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Coming events

Monday, March 8

Nottingham Branch, Pharmaceutical Society, Postgraduate medical centre, City Hospital, Nottingham, at 8 pm. Dr I. Oswald (consultant psychiatrist, Royal Edinburgh Hospital) on "Drugs, mood and sleep".

Southampton Branch, Pharmaceutical Society, Postgraduate medical centre, Southampton General Hospital, at 8 pm. Mr P. K. J. Hall-Patch, MRCVS, on "Modern veterinary practice and drug therapy".

Tuesday, March 9

Galen Group, Friend's Meeting House, Park Lane, Croydon, at 8 pm. Annual meeting.

North Staffordshire Branch, Pharmaceutical Society, Medical Institute, Hartshill, at 7.45 pm. Mr J. Woodley on "Biochemical aspects of intestinal function and malabsorption".

Wednesday, March 10

Crawley, Horsham and Reigate Branch, Pharmaceutical Society, Upjohn Ltd, Fleming Way, Crawley, at 8 pm. Mr J. Charlton (secretary, Pharmaceutical Services Negotiating Committee) on "NHS—the present position".

Edinburgh Branch, Pharmaceutical Society, 36 York Place, Edinburgh, at 7.45 pm. Mr G. W. Walker (a member of Council) on "A fly on the wall of Bloomsbury Square".

Liverpool Branch, Pharmaceutical Society, Adelphi Hotel, Liverpool, at 7 pm. Annual dinner and dance.

Mid-Glamorgan Branch, National Pharmaceutical Union, Treforest Trading Estate restaurant, at 7.45 pm. Annual meeting followed by Mr W. R. Mathews (treasurer, mid-Glamorgan Health Authority) on "Allocation of funds by the Health Authority".

Northumbrian Branch, Pharmaceutical Society, Civic Centre, banqueting suite, Newcastle upon Tyne, at 7.30 pm. Annual dinner and dance.

Sheffield Branch, Pharmaceutical Society, Royal Victoria Hotel, Sheffield, at 8 pm. Dr P. Malyn on "History and development of the art of the perfumer".

Thames Valley Pharmacists Association, Worcester rooms, Worcester Park Hotel, at 6.45 pm. Annual dinner and dance.

Thursday, March 11

Ayrshire Branch, Pharmaceutical Society, Savoy Park Hotel, Ayr, at 8 pm. Mr G. Walker (a member of Council) on "State pharmacy". Ladies' meeting: Mr W. Rankin (principal environmental health officer, Kilmarnock, Loudoun district) on "Public health, past and present".

Brighon Branch, Pharmaceutical Society, Langford's Hotel, 8 Third Avenue, Hove, at 8 pm. Mr E. J. Downing (assistant secretary, National Pharmaceutical Union) on "Hiring and firing".

Harrogate Branch, Pharmaceutical Society, Postgraduate medical centre, Harrogate General Hospital, at 8 pm. "Health from the sea—nutrition of man and animals" (film by British Cod Liver Oils Ltd), followed by annual meeting.

Huddersfield Chemists Association, Spotted Cow Hotel, New Hey Road, Salendine Nook, at 8 pm. illustrated talk by *Huddersfield Examiner* staff.

Leeds Branch, Pharmaceutical Society, Golden Lion Hotel, Leeds, at 8 pm. Dr Judith Senior on "Pharmacy in Sweden".

North Metropolitan Branch, Pharmaceutical Society, 17 Bloomsbury Square, London WC1, at 6.30 pm. Farewell evening. Talk by Mr R. Todd and tour of building. Tickets (£7.50 including dinner) from Mr J. Edwards, 18 Copenhagen Street, London N1.

Southend Branch, National Pharmaceutical Union and Pharmaceutical Society, Lindisfarne centre, Valkyrie Road, Westcliffe, at 8 pm. Mr D. N. Sharpe (NPU chairman) on "How to succeed in retail pharmacy without having to try too hard".

Swindon Branch, Pharmaceutical Society, Room 4, Wyvern Theatre, at 8 pm. Annual meeting with guest speaker.

Advance information

Family Planning Association. Conference on "The pill . . . on or off prescription?". Commonwealth Hall Suite, Royal Commonwealth Society, London WC2, March 23 at 10 am. Details: FPA, 27 Mortimer Street, London W1.

Pharmaceutical Society of Great Britain. Professor D. C. Morrell, general practice teaching unit, St Thomas's Hospital Medical School, London, on "The work of the Royal College of General Practitioners", 17 Bloomsbury Square, London WC1A 2NN, March 18 at 7 pm.

Research and Development Society. Symposium on "Whither R&D?", Royal Society, 6 Carlton House Terrace, London SW1, April 27. Details from administrative secretary, R&D Society, 47 Belgrave Square, London SW1X 8QX.

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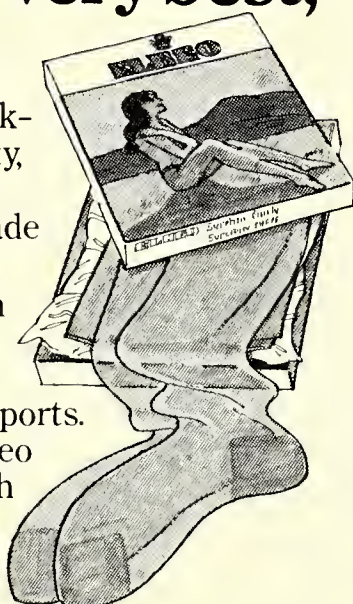
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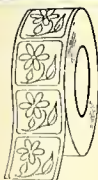
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